

BUTANE-PROPANE

News



No. 4

SEPTEMBER 1939

25c

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**DEPENDABILITY
HAS WON
HACKNEY
A PREFERENCE
IN THE INDUSTRY**

Satisfactory performance and absolute dependability have won Hackney cylinders an outstanding preference in the industry. Faster, surer, lower-cost handling and storing — hundreds of concerns have realized these advantages by the use of Hackney cylinders.

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cooperate with you in designing and developing a container to meet your needs exactly. Write today for complete information — there is no obligation.

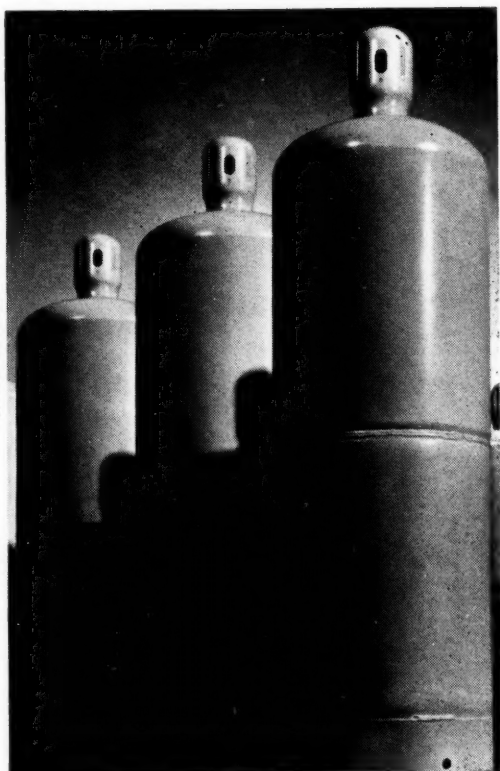


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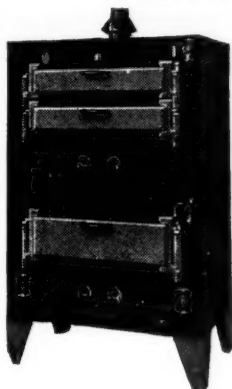
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Here's One Way To Build Up A Peak Load !

To increase profits it is necessary to increase your load, and there are a few ways this can be done quickly and easily . . . Recommend BLODGETT OVENS, for instance. These commercial ovens are just as easy to sell as a kitchen range, and they consume more gas. Every restaurant, camp, hotel and bakery, large or small, is a prospect; and there is a BLODGETT OVEN to fit every purse and purpose. Furthermore, they actually save money for the users.

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BLODGETT OVENS have been known for quality for nearly 100 years. They have been regarded as standard since 1848; and are being used all over the world with the various butane and propane gases with high efficiency and uniform success. Don't fail to recommend this commercial appliance as a means to greater profits. When ordering, always specify the B.t.u. content of the gas, its specific gravity and pressure at the appliance.

THE G. S. BLODGETT CO., INC.

53 MAPLE ST.

BURLINGTON, VERMONT

BLODGETT OVENS

BUTANE-PROPANE *News*

SEPTEMBER
1939

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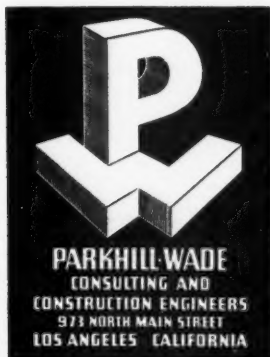
**ENGINEERS ★ DESIGNERS
CONTRACTORS
MANUFACTURERS**

of

**Butane Reduction Plants
Butane Storage Systems
Butane Municipal Systems
Bus, Truck
and Tractor Conversions**

and

**SPECIAL BUTANE
APPLICATIONS**



LETTERS

BUTANE-PROPANE News welcomes communications from those identified with the liquefied petroleum gas industry, but readers will understand that this magazine does not necessarily concur in the personal opinions so expressed.—Editor.

Gentlemen:

At the beginning of the type of service rendered through the use of underground individual gas systems those engaged in the business sold the complete equipment outright to the farmer, ranchman, and resident of the suburban areas.

Dealers continue to operate on the plan whereby systems are sold, complete ownership of the gas system being transferred to the user. But this is not the only method of placing equipment in the possession of the buying public as a means of supplying a fuel service.

At this time there are persons and firms supplying liquefied gas in bulk quantities to users, employing generating equipment which is not sold to the user. Title to equipment under this plan is retained by the operating company. The justification for this type of operation is generally considered to be (1) the immediate and considerable increase in appliance and fuel sales volume, and (2) a guarantee of retention of future fueling.

Probably the originators of this type of operation saw and now see their way clear to success. Financing, in event the foregoing statement is correct, unquestionably was at the outset, and now is, entirely adequate. And if there is no shortage of funds, a venture of this type can succeed, surely.

A very disturbing thing is that too many people under-financed, and therefore doomed to fail, are practicing this retained ownership or system-leasing plan. It is my personal opinion this course is being taken in far too many instances merely because those people, erroneously adopting this type of operation, suffer from an all too generally prevalent malady which may be termed "defeatism."

Unquestionably price cutting and the public utility type of liquefied gas operation have inserted a formidable and discouraging type of resistance to sales into the daily program of those rugged individualists who have gone along, selling all equipment, but now are threatened by a new and terrifying type of competition. But I remind you individual operators—and you still are numerically far and away in the majority in that part of the industry designated as "underground"—that the people most successfully operating in the installation of underground individual gas systems are those who are selling each and every gas system, installed at a profit—and they have done so from the outset.

To deny the feasibility of free use of gas plant equipment to the gas customer as a successful method of dealer operation is to hurl some kind of defiance at progress, probably. But it would be equally absurd for a dealer to state, or to decide in his own mind, that merchandise, worth the money, can no longer be

sold and sold at a profit. A dealer having meritorious products to sell needs only to persevere. If he is capable of putting his merchandise in the light that brings about a desire for his product, it is inevitable that if the prospect must buy it to get it, he will buy it.

Let me add to what is pointed out above—that those individuals most successful in the underground gas system business are those who sell the equipment at a profit. This is what I would add: those specific outstanding successes have been accomplished in face of the presence of the maximum in leasing, rental, retained ownership and price-cutting competitive situations. It's a fact.

Now, then—as final words of encouragement to those whose desire it is to continue on a plan of procedure which they have always considered to be sound but who now may feel some misgivings: (1) It perhaps is as easy to sell your merchandise outright as it is to lease it, or offer it and get acceptance on some plan similar to leasing—in any case it takes a job of selling; (2) With present methods of financing available to dealers, installment payments which result in eventual complete ownership of equipment and appliances by the customer are just as favorable as terms of a lease, service installation charge or other method, which bars the customer from complete ownership of equipment and appliances. Installment payments for a gas system and appliances, extended over a period of 36 months, are not excessive or prohibitive because cost of the system is included; (3) Retaining ownership in systems, it has been proved conclusively, is not the sole method of avoidance of losing your fuel load to someone else. If your fuel business is worth something to you it is worth spending some money to retain—build good will by advertising—get a superior grade of fuel—do essentially what any merchandiser does to keep and increase his business volume; (4) Permanence of installation—a part of the property, lacks essentials of danger which lurk in moving of equipment which leasing or dealer ownership of equipment suggests may occur.

With this I am going to close—but those of you interested—come up and see me some time.

M. E. McKAY.

President
Hydro-Gas Company
San Antonio, Texas

Who has something to say on the other side of this question?—Ed.

Gentlemen:

We think the new publication is excellent and will look forward each month to reading it. Congratulations.

A. C. MAYNARD.

Liquefied Gas Department
Shell Oil Co., Inc.
San Francisco

Gentlemen:

Our entire force is very enthusiastic about your magazine, and we wish to compliment you on the first two issues of our industry's publication.

CHARLES RUSSELL.

Secretary
Thermogas Company, Inc.
Des Moines, Iowa

Gentlemen:

I might say that the appearances of pictures and stories on such installations as appeared in your last two issues of BUTANE-PROPANE News have been of untold value to us, not only in the closing of similar

deals in our territory, but in the stimulating of our sales force to the scope of potential business available on butane gas. We are more than glad to cooperate 100 per cent with the BUTANE-PROPANE *News* and consider it the most educational publication that has come to our attention.

G. W. JONES.

President
Carolina Butane Gas Co., Inc.
Columbia, South Carolina

Gentlemen:

We have just received the August issue of your magazine, and find each issue more interesting and giving more information to the butane dealer.

We certainly appreciate this little pocket-size magazine and read every word of it.

J. D. BONDS

Bonds Hardware & Furniture Company
El Dorado, Arkansas

Gentlemen:

Kindly enter on your subscription list the eight names herewith enclosed, sending them in care of our company.

We won't tell you how nice we think your magazine is because we would not for anything have you get your head turned.

JOHN L. LOCKE

Northwestern Blaugas Company
St. Paul, Minnesota

Gentlemen:

We want to contact manufacturers or distributors of butane-operated incubators and brooders. Also, we would like to know the experience and success of users of this type of equipment. Will appreciate any assistance on this subject from you or through your publication. Such equipment as will operate successfully will open up another profitable field for us.

P. A. SMITH

Butane Gas Company, Inc.
Pine Bluff, Arkansas

We have planned several articles on these subjects for early issues of BUTANE-PROPANE News.—Ed.

Gentlemen:

If the future issues of your new magazine are just half as good as the June and July numbers, your subscribers would like to bind them to keep for future reference, and if you could make them just a bit wider we could punch them for a binder.

Keep up the good work.

GEORGE W. WINBURNE

Western Farm Gas Company
Wichita Falls, Texas

Arrangements are now being made for a binder.—Ed.

Gentlemen:

Having read with great interest the first issue of your little magazine, I desire to subscribe for it. In this connection, I wish to compliment you on the general format, as well as the contents.

I am secretary and treasurer of the Ideal Gas Fuel Service, Inc., which we organized a year ago, and the past season has been more than satisfactory.

I became interested in the butane business through my having it installed for cooking, hot water, refrigeration and radiant fire heating—and my friends of the local gas company having decided to form a com-

pany for the installation of equipment to sell butane gas off the regular mains, I went with them in the venture.

JOSEPH D. MITCHELL

Ideal Gas Fuel Service, Inc.
Brunswick, Georgia

Gentlemen:

The June and July issues of BUTANE-PROPANE *News* were most favorably received and since the magazine is so worthwhile from an educational standpoint, we want to enter subscriptions for those of our territorial representatives who are directly associated with the sale of Chambers ranges for use with liquefied petroleum gas.

Check is enclosed and we want to commend you again for a most helpful and timely publication.

A. H. SCHEFFER

Chambers Corporation
Shelbyville, Indiana

Gentlemen:

Our local high school, having used as their gas supply for the last twenty years a Matthews Gas Machine producing gas from high-test gasoline, finds that expensive repairs are needed on the machine, and are considering replacing it with a propane system. Their chief worry concerns operation cost.

They've been using about 200 gals. of gasoline per year, and I calculate that their annual cost, including gasoline and upkeep, will buy 600 lbs. of propane.

May I have your opinion concerning relative cost of operation of the gas machine versus propane in view of these figures?

ROBERT NEWBOLD

W. A. Newbold Hardware
Oblong, Illinois

Fuel costs should be approximately the same; with propane, cost of maintenance and operation should be lower.—Ed.

The ABC of LPG

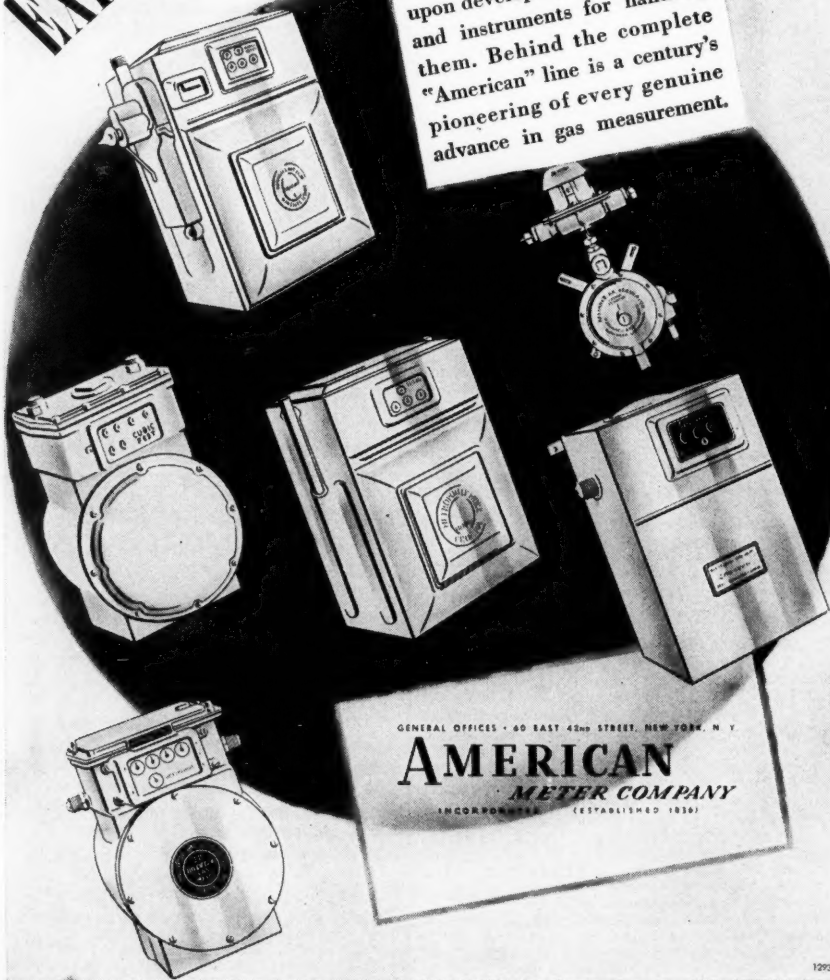
"The ABC of LPG," an article that appeared in the June issue of BUTANE-PROPANE *News*, contained elementary facts of such value to those identified with the liquefied petroleum gas industry that there were more demands for that edition than could be supplied.

It has been decided to reprint the article in pamphlet form. This pamphlet will soon be available, without cost, to distributors and others who will agree to mail copies to their dealers and interested parties.

Please let us know your requirements immediately so that we may better determine the press run necessary. Address BUTANE-PROPANE *News*, 810 So. Spring St., Los Angeles, Calif.

EXPERIENCED

• When "bottled" gases were in their infancy "American" research already was focused upon developing special meters and instruments for handling them. Behind the complete "American" line is a century's pioneering of every genuine advance in gas measurement.



GENERAL OFFICES • 40 EAST 42nd STREET, NEW YORK, N. Y.

AMERICAN
METER COMPANY
INCORPORATED (ESTABLISHED 1836)

1293

MAINLY BEYOND THE MAINS

Amazing

Even, we, who think we have our finger pretty well on the industry's pulse, have to confess that we are amazed at many reports that reach the editorial desk. The growth of this industry still continues at an amazing rate.

From Texas we learn that since September, 1937, when the state regulation of L. P. gas installations went into effect, over 9000 underground systems alone have been installed in that state, and new ones are being added at the rate of better than 450 a month.

In the San Joaquin Valley, California, which is the area from Bakersfield to Sacramento, there are more than 14,000 domestic customers being served. While probably not so spectacular, the rest of the country with few exceptions is making amazing progress too. A rough check with the manufactured and natural gas branches of the industry shows that we can claim around 20 per cent of all *new* gas customers, and if the present rate of growth is maintained, the figure is likely to be 25 per cent by the end of the year.

As a child we acquired aches and pains which the doctor called "growing pains." Undoubtedly many of our industry's headaches are growing pains too which will disappear as the industry matures. In the meantime, the sooner we can build an industry spirit among ourselves, and there is no better way than being active in our regional associations to get the benefit of the greater experience of others, the sooner will we be relieved of our "growing pains."

And then watch us go places!

Adequate Capital

How strong is a shoe-string? A very pertinent question, indeed, for it is a well-established fact that more businesses go haywire through inadequate capitalization than from all other reasons combined. Wishful thinking rather than experienced figuring fills the business cemeteries. An industry like ours in which, superficially, it seems possible to start with little capital, is bound to attract many "shoe-string" operators, and no matter how fine fellows they are personally, they have two strikes on them before they make their first gas delivery. Even the piped gas industry with its years

of experience and blue-printed operating methods has an investment of better than \$165 per customer and a capital turnover of about once every five years. Although we might be able to shade the capital investment, there is nothing to indicate that we can do it for much less, as we see it, unless we are prepared to take it out of the hide of our operating gross income. In a competitive industry this is really working a squeeze play on ourselves, and inevitably the type of service we should render is the victim. It is hard to be specific because there are so many different systems of distribution, but they have one thing in common and that is — fixed capital charges. Somewhere along the line these must be met.

The "shoe-string" operator — and he may still be the best fellow in the world personally — is more often than not a disturbing element. Lack of working capital drives him to uneconomic expediences, and soon dire necessity increases his desperation. Statistics show he is eventually doomed, but before he sinks for the last time, he can and does raise plenty of hell. He is the weakest link in our chain, and we cannot afford not to strengthen him. The facts and figures are available for all who want to study them.

A Lesson in Merchandising

A year ago, you remember — as though you could possibly forget — things looked mighty bad. Call it a "recession" or just a plain "slump," it had all the earmarks of anything but the planned Arcadia our "ists" in Washington had promised us. But depression or not, the laws against nudity were still in effect, so we were perforce obliged to buy ourself a new suit of clothes. We headed downtown to our favorite men's clothing store. The proprietor and his assistant, having nothing better to do, were intently watching some electricians install new window and store lighting systems guaranteeing to triple their previous intensities.

"Business must be good with some folk anyway," we said.

"Good — Hell! It's lousy!" replied the owner.

"Then why the new lighting?" we asked.

"Why not? You don't think we're going to let everybody in town know we're damned near broke."

Our clothing store friend is a very clever merchandiser. He knows that the public loves a winner and that looking prosperous is a very necessary part of being prosperous.

There are many butane-propane dealers we know who could use the idea to excellent advantage, and incidentally give the industry a boost at the same time.

Train the Consumer

**Educating Every User Gives Blythe Gas Co.
Perfect Safety Record and Builds More Load**

By L. R. LACKEY Blythe Gas Company

THE history of the Blythe Gas Co. had its origin in December, 1936, when a 50-year exclusive franchise was granted me to operate a liquefied petroleum gas plant in Blythe, California.



L. R. Lackey

Blythe is an incorporated city of 2500 population situated on the west bank of the Colorado River in Riverside County, and on U. S. Highway No. 60. It is the commercial

center of the Palo Verde Valley, which contains nearly 100,000 acres of fertile, well-watered land that is served by the Palo Verde Irrigation District, which has prior rights to the Colorado River water. The valley is adapted to grain and forage crops as well as cotton, cantaloups and winter carrots, and its production of alfalfa, beet and other seeds is prolific. Stock feeding and dairy products are also important. The Boulder and Parker dams on the Colorado River have eliminated all danger to the valley from floods and assure

a plentiful, well-regulated supply of cheap water to the ranches. The Midland plant of the U. S. Gypsum Co., employing 700 to 800 men, gives the city a steady industrial background which, combined with the year-round highway traffic over the shortest route from Los Angeles to Phoenix and northern Arizona points, assures the business stability and steady growth so important to any utility operation.

Such was our set-up at first, and so it remains today.

Our plant was constructed in March and April, 1937, by Parkhill-Wade, of Los Angeles, under the personal direction of H. W. Wickstrom, consulting engineer, assisted by Keith Lamont. Over four miles of 3-, 2-, and 1½-in. steel mains, wrapped and welded, were laid and connected up in 31 days. Service was inaugurated April 15, 1937.

Storage capacity of 12,000 gals. was provided on the property owned by the company at the southern edge of the city. Three 4000-gal. welded steel tanks of 165 lbs. working pressure were used. Undiluted vapor of approximately 2900 B.t.u. per cu. ft. is produced and served at 12 in. water column pressure and metered to the

consumer in pounds under domestic, combination, and commercial rate schedules approved by the California Railroad Commission.

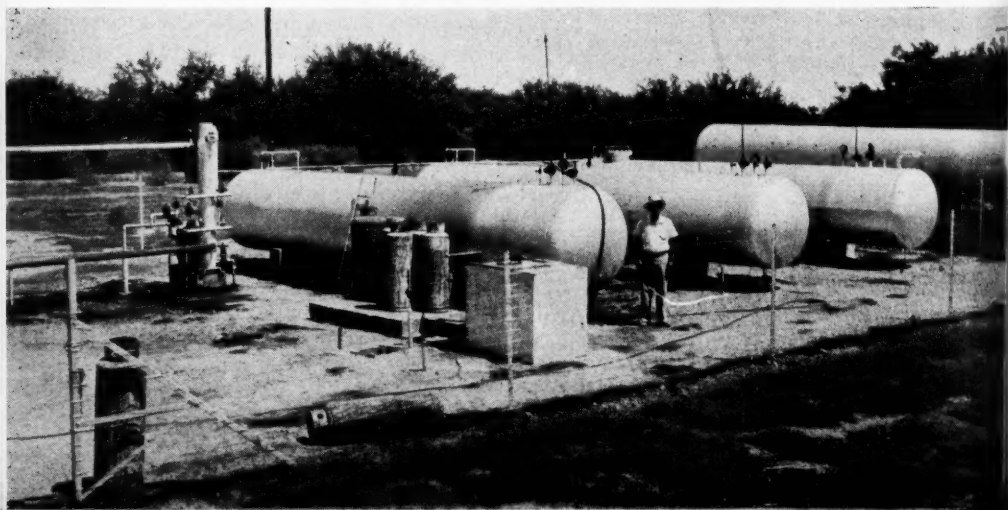
Management of the plant was given to K. C. Jones, who had previously held the same position for several years in a similar plant at Victorville, Calif. He was present during construction of the plant and, having had fire-fighting training and experience, made safety at all points a prime consideration. (He is now chief of the local fire department also.) From the first, he has considered that one of the most important steps in inaugurating service in a community new to the use of gas is the training of customers, as well as service men, in safety practice and the wise use of modern and approved appliances. As a result, no accidents of any kind have thus far been experienced.

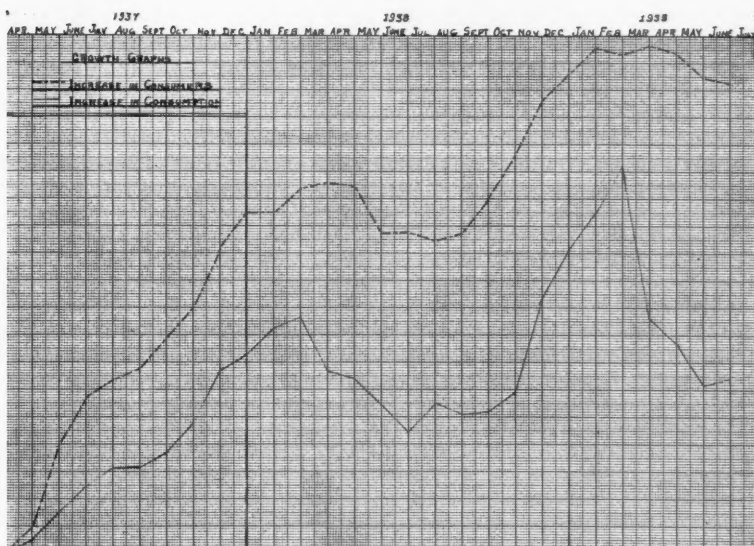
Having been educated to some extent through the use of tank gas, the potential consumer at Blythe was well prepared for the introduction of utility service. Advance surveys indicated a

potential of 200 consumers within the city limits, but this has already been exceeded; and due to new residential construction and increased commercial activity, it appears that we are still 50 per cent short of the saturation point. Within two years a consumer ratio of 1 to 10 was reached. An exceptionally high proportion of commercial accounts, with restaurants, hotels and auto courts predominating, increased the average annual consumption and yield per consumer nearly 50 per cent above the average at other similar locations in California and Arizona within the nine years of personal experience of the writer. This statement is supported by the following figures. The average monthly bill for domestic service in 1937 was only \$3.33, but this has increased steadily to above \$4. However, the average monthly bill for all types of service which was \$6.50 in 1937 is now over \$7 as compared with other similar localities where the average monthly bill for all types of service is found to be around \$4.58.

Average monthly domestic consump-

These 4000-gal. welded steel tanks provide Blythe, Calif., with liquefied petroleum gas. Undiluted vapor of 2900 B.t.u. is served. Nearly five miles of mains extended from this plant.





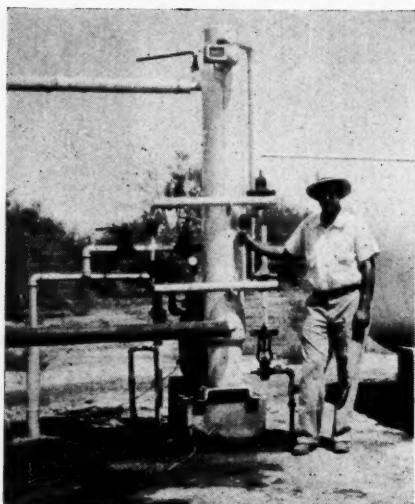
This graph reveals the growth in gas consumption compared to increase in number of customers at Blythe, Calif.

tion of 30 lbs. in 1937 increased to 53 lbs. per month in 1938 and to 67 lbs. per month in 1939. Average monthly consumption for all types of service was 129 lbs. in 1937 and is now averaging 148 lbs. per month.

In this particular community personal contact seemed to yield the best results in load building. Moderate publicity through the columns of two local newspapers was productive. The company sells equipment on extended term financing, handling standard range and water heating appliances as well as space heating and refrigeration equipment. Consistently, local merchants and plumbers have been encouraged and assisted to stock and sell approved gas appliances of all kinds and have responded well. However, to quote Mr. Jones, "As in the experience of other gas companies, we have found one of

the best educational and selling methods is that of appliance rentals. Particularly is this true where new and efficient equipment is supplied at a reasonable rental, as compared with obsolete or reconditioned appliances at a low rental. Rental of efficient equipment enables the consumer who is new to gas to overcome any, prejudice against its cost and convenience by personal experience at little cash outlay. This tends to bring him on the line much earlier than if we merely waited for his conversion to its use from other sources. There is no economy or advantage in the use of obsolete or reconditioned equipment, either to the consumer or the company."

Annually, as the load has increased, rate reductions and adjustments have been made voluntarily. Competition of other fuels is keen but gas has rapidly



K. C. Jones, manager of Blythe Gas Co., at the vaporizing unit of the town plant which has been in operation more than two years with a perfect safety record.

won a predominant place in this field. Power rates, formerly rather high due to a hundred-mile transmission line which was subject to occasional interruption from storm and natural hazard, have been substantially reduced but the gas load still grows. Thus far, there has never been an interruption of service. This fact is as important to the good housewife of an isolated community who must choose between gas and electricity in her cooking and water heating equipment as the lower price of high-grade gas appliances.

From the beginning, the gas has been used to melt the type metal for the linotype machines of the *Palo Verde Valley Times* and *Palo Verde Record*. Leading garages are using it to produce steam for cleaning the chassis of trucks and automobiles and it is also in use by the Blythe Laundry.

Recently, a nearby mining company has put gas in cylinders to work in smelting its ores. In fact, there appears now to be as wide a field for service as yet untouched as there was when we first started. Mains have been extended about 2000 ft. in the west end of the city and further extensions are in prospect.

The usual practice of serving customers beyond the mains by means of metered bottled gas installations has been followed with great success and plans to extend this service are under consideration. The extension of mains and service to sparsely-populated areas within the franchise limits is accelerated by installation of metered tank gas service at city rates pending sufficient growth to justify the expense of extending the mains into that area. Given the same rates and service as a customer on the mains receives, the service is attractive and has created additional demand from those who are adjacent to but outside the city limits. Within a reasonable distance we find that we can give this service without excessive cost to the company. As yet, storage tank transportation has not been required and a 1/2-ton pick-up service car meets all requirements.

Unaffected by outside influences and adjacent communities, Blythe furnishes an interesting study of the growth and development of a butane gas utility in a city of the 2500 to 5000 population classification. The accompanying graph, prepared by Mr. Jones, shows typical curves in the growth of new consumers and gas consumption as well as the seasonal fluctuations characteristic of growing communities in the Southwest generally and California in particular. (See page 11.)

Wasatch Oil Refining Co. Pioneers Butane-Propane Field in Utah

By F. R. HANSON

In Charge of Butane Sales,
Wasatch Oil Refining Co.

THE consumption of butane and propane in Utah and southern Idaho is increasing rapidly, due in large part to the influence of successful results obtained from motor conversions by Salt Lake City and several independent companies who use this fuel for heavy duty work.



F. R. HANSON

The Wasatch Oil Refining Co., whose plant is at Woods Cross, Utah, is the only company manufacturing butane and propane in this territory, and at its principal retail supply station at Third West and North Temple

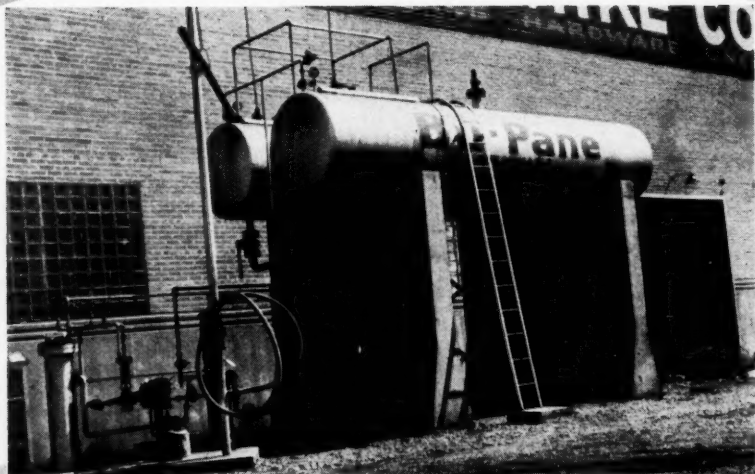
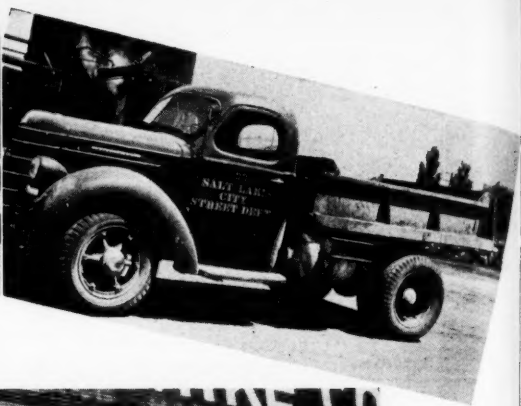
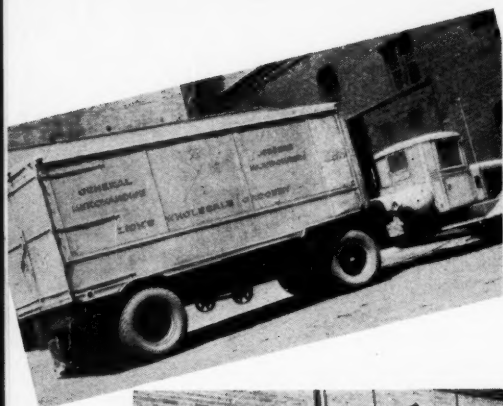
streets in Salt Lake City sales run from 20,000 to 24,000 gals. per month. This is in addition to the supply the city uses on its 21 units of heavy mobile equipment and that of the Utah Light and Traction Co. on its several passenger buses. Other large users are the Salt Lake Transfer Co., the R. A. Gould Trucking Co., and the Z.C.M.I. wholesale and retail merchandise stores.

The production and sale of butane and propane was started in the spring of 1936 in this territory. It was brought

about because the Wasatch Oil Refining Co. was producing several hundred thousand cubic feet of fixed gas per day, of which a large percentage was butane and propane. Prior to the installation of the unit for recovering this material, a portion of it was used for fuel for firing the stills and boilers while the balance was burned in a torch provided for that purpose, some distance from the refinery. Since this unit has been completed, enough of the gases, lighter than propane, can be extracted to fire the stills and boilers while the balance is made into products salable as high-grade motor fuel and cylinder gas for domestic purposes.

Due to the fact that butane as a motor fuel was new in this territory, the progress was slow for quite some time. The reason for this was that comparative tests had to be made to prove the value of this fuel.

An excellent example is the Salt Lake City street department. In the fall of 1936 they equipped one truck to burn butane. An accurate record was kept for six months on this unit and compared with the previous operation on gasoline. At the end of this period, six more conversions were made. These included two street rollers and a Model 60 Caterpillar tractor. A portable tank was provided for refueling these units on the job. This Spring, 14 more trucks



HEAVY DUTY WORK WITH LIQUEFIED PETROLEUM GAS IN THE UTAH FIELD

AT TOP: General merchandise truck operating between Salt Lake City and Twin Falls, Idaho, and gravel truck of Salt Lake City street department. CENTER: Two 1800-gal. butane tanks at Salt Lake dispensing station of Wasatch Oil Refining Co. The pump is capable of loading 25 gals. per minute. (No vapor return connection is necessary.) BELOW (left): City street roller works economically on butane and was the first butane-equipped job in Utah. (Right) An International truck and trailer delivering 5700 gals. of gasoline to distributing stations.

Advertising Symbol Peps Up Sales Drive; Puts L. P. G. Appliances to Work in Arizona

By ERNEST FANNIN

Fannin's Hardware, Phoenix, Arizona

HAVING been familiar with the importance and value of advertising in connection with the merchandising of gas and electrical appliances throughout the State of Arizona for several years, it was only natural upon our appointment as distributors for Bu-Gas that we should see the true need of advertising to convey the story of this modern fuel to the public. In the past, our advertising problems were of a simple nature. We were provided with mats illustrating the various appliances. The copy was all prepared, and all that we were really concerned with was determining what media would reach the greatest number of prospective customers.

Advertising liquefied petroleum gas, we soon found, presented an entirely new problem. Unlike modern appliances, liquefied gas isn't a thing of beauty in itself, or even something that could be attractively displayed in an advertisement, and if it were to be illustrated it would mean little more than showing a picture of a container of water. Yet in spite of this factor the services available through the use of this modern fuel are most attractive when properly illustrated and presented to the public in understandable form.

After carefully analyzing our prob-

lem, we found that we were confronted with the same problem as utility companies who sell gas and electricity which, in reality, the customer cannot see. Therefore, our job was to acquaint the public and sell them on the services rendered through the use of this fuel rather than just the trade name of the fuel alone. Inasmuch as liquefied gas is still in its infancy we decided that our first line of approach in advertising it was to tell the public actually what it was, and how it would benefit them through its use. To be able to get this idea over to them and still keep in line with the local gas company's policies and cooperative appliance merchandising program, we adopted the slogan, "Natural Gas for Homes Beyond City Gas Mains," and have since adopted "Natural Gas for Rural Homes" to better tie-in with the national "Rural Gasification" movement of other liquefied gas distributors.

While our advertising was evidently doing its share throughout the first year of our distributorship, we were by no means satisfied with the appearance of our advertisements nor were we completely satisfied with public acceptance of our fuel. Again we were confronted with the problem of determining some method of putting our story of liquefied gas over to the public

in a more concise manner. And again we looked to the utility industry to find what we now believe is the correct solution to this problem.

Having realized the popularity accorded various cartoon characters which have been used by many utilities to give their gas and electric advertising "human interest," we immediately decided that a similar character would supply the punch that we had been unable to put into our advertising. But there was another factor that confronted us in developing and using a cartoon figure as an emblem of our liquefied gas advertising. Utilities spend an enormous amount of money in promoting their characters with elaborate advertising schedules embracing practically every conceivable type of media. Naturally our small advertising budget wouldn't permit a very great expenditure to popularize a character, and we were confronted with the question, "Can we create a character that will really be clever, symbolic of the fuel we sell, and yet be attractive enough to command attention in the small-sized advertisement that our budget demands?"

Just two weeks after we had definitely decided to use some sort of character as a symbol of our fuel, we were contacted by the Handy Heat Service Co. This firm offered to us just what we were looking for, and at a price we could afford to pay. They had just released a copyrighted character, especially designed for the promotion of liquefied petroleum gas. The character, appropriately named "Handy Heat," truly offered all the qualities we had been wanting in our character, and even more. In our way of thinking, a more suitable name could not be form-

ulated, because liquefied gas is truly a "handy" fuel, and in most domestic applications it is used as "heat."

Arrangements were completed for this service, and on February 1 of this year we ran our first newspaper ad introducing Handy to the public. Our belief in the adoption of a character of this type for publicizing the merits of liquefied gas has certainly rewarded us with a bumper crop of new customers since that time.

"Handy Heat" has not only proven his ability to put our story over in newspaper advertising, but has been doing a splendid job of selling the public on Bu-Gas through various other media. In color, he is even more attractive and more symbolic of liquefied gas. At the present time, we are using him on billboards, all service trucks and tank trucks, on dealer display windows, salesmen's cars, and on all above-ground tanks. In other words, we are using him wherever we can to better acquaint the public with him so that any time later they should see the character by itself they will immediately think of Bu-Gas and the service it provides.

Since adopting "Handy Heat" to tell our sales story, we have noted that prospective customers have a much better conception of the fuel itself, and the many services it provides. In this manner, we feel that the character and his "personalized" messages have been an immense help to our salesmen in signing new customers.

To date, we have used "Handy" in promoting domestic services only, but so gratifying have been the results that we are planning on using him to advertise the many industrial applications of liquefied petroleum gases.

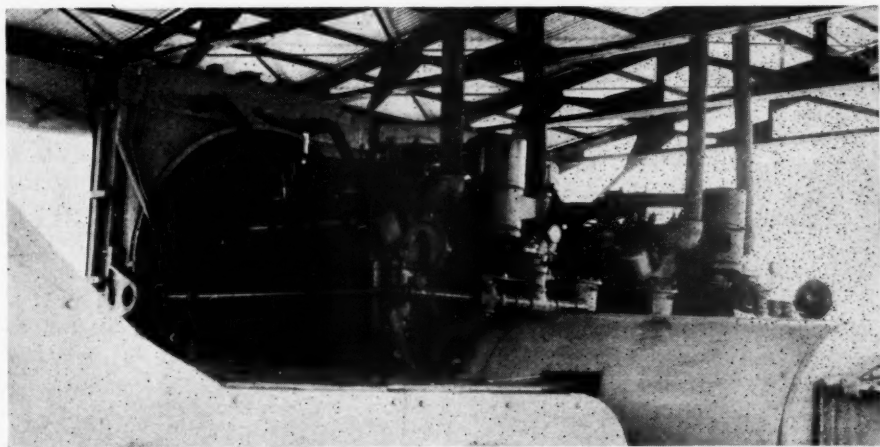
of tank trucks for hauling the fuels from the plants to the wells.

The jobbers of butane and butane-propane mixtures for drilling either furnish the storage tank for the fuel, or the contractor or producer sets the vessel. In either case, the tank must be built to conform to rigid specifications as set out by the State of Texas, which issues regulations concerning the transportation and storage of liquefied petroleum gases. In most instances the vessels are mounted on skid type foundations to facilitate moving short distances by dragging with a truck, or to enable a trucker to load the vessel on a vehicle with a winch and loading skids. The vessel is set on the bare ground, or on timbers to prevent sinking during extremely wet weather, and the only connection between the engines and storage is by a copper tube, which carries liquid instead of vapors.

The engines have a full complement of regulators, vaporizers, mixers and carburetors, standard as furnished by Ensign, but installed locally by the Wichita Falls Battery & Electric Co. The cost of the installation in this district is about \$215 for a 225-hp. engine, in which case the outlay of money for butane equipment for Sikes twin LeRoi power unit is about \$430 complete, less fuel tank.

The fuel is delivered to the drilling rig at an average of about 5½ cents per gallon, including rental of the storage tank, which is charged for at the rate of one-half cent per gallon. The price of butane-propane mixtures varies somewhat, depending upon the quantity manufactured over demand.

Two wells have recently been completed on the Ford-Sikes leases, the first to be put on production being Louis Sikes' Anderson No. 3. This well

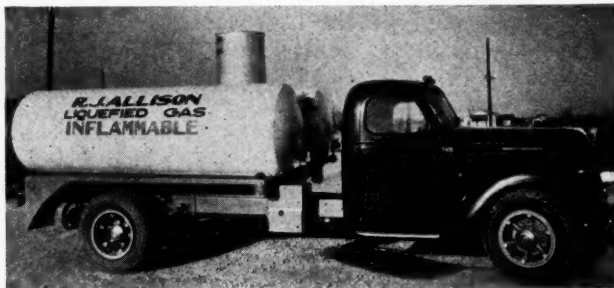


Butane regulators and service piping on LeRoi engines, owned by Sikes Drilling Co., and assembled with machinery by Wilson Manufacturing Co. Equipment, Ensign butane instruments, set by Wichita Falls Battery Co., Wichita Falls, Texas.

was bottomed at 4408 ft. and was drilled in 14 days, exclusive of coring and cementing casing. The amount of butane required for all drilling and engine time was 8159 gals., which cost \$367.20. The fuel required for this well was approximately 1.85 gals. per ft. of hole made, or about $8\frac{1}{3}$ cents per ft. The second well required a longer

Butane gas, because of its low cost, high efficiency and availability, is being used more and more by oil well drilling contractors in Oklahoma also. A large dispenser of the product for this purpose is R. J. Allison, of Tulsa.

At the present time the Allison company is handling 15,000 gals. of butane per day at wholesale, most of



One of 12 large capacity tank trucks used by R. J. Allison, Tulsa, Okla., to deliver butane to widespread well-drilling operations in Kansas, Oklahoma, Texas and New Mexico.

drilling time because of coring, and used 9971 gals. at a cost of \$448.19, or slightly over 10 cents per ft. for fuel.

When observing the operation of the Wilson rig it was noted that an apparent reserve power was available, and when coming out of the hole with the string of drill pipe there was a complete absence of motor choking or fuel starving. The engines responded immediately to the movement of the throttle controls, and the traveling block shot up through the derrick with the speed of modern steam-driven power.

So satisfactory has butane been for fuel with Mr. Sikes that he has stacked the steam equipment, boilers, engines and water softeners, and he stated that, if available, he would not use any other than butane for fuel.

which is being sold in tank truck quantities to approximately 100 drilling contractors who are regular customers.

Twelve large tank trucks are used by the company to carry butane to drilling areas. All are of International Harvester manufacture. Truck tanks are fabricated by McNamar Boiler & Tank Co., of Tulsa.

Four of the trucks are headquartered at McPherson, Kan., in the heart of the Warren petroleum field. One is located at Shidler, Okla., in the Sinclair field. Four operate from Shawnee in the Warren, Sinclair and Barnsdall fields. One is maintained at Gainesboro, Texas, in the Sinclair field. Two others operate from Hobbs, New Mexico, in

the Warren petroleum field, Kansas.

Fuel is transported to Nebraska, a distance of 600 miles from McPherson, Kan. Shipments are also made to El Paso from Hobbs, a distance of 380 miles. Fuel deliveries are made in Noel, Mo., to the Noel Ice Co., for distribution there to the customers of this company.

Many drilling contractors prefer to rent their fuel tanks rather than to own them, so this is becoming an important part of Mr. Allison's business. At this time the company owns 21 A.S.M.E. code McNamar skid tanks which it rents for \$1.50 per day each. The capacity of these tanks is 1600 water gals., or 1440 net butane gals. each. The contractor can buy the tank at the end of the rental period if he so prefers. In case of purchase, the tank is sold for cost, with the rent deducted.

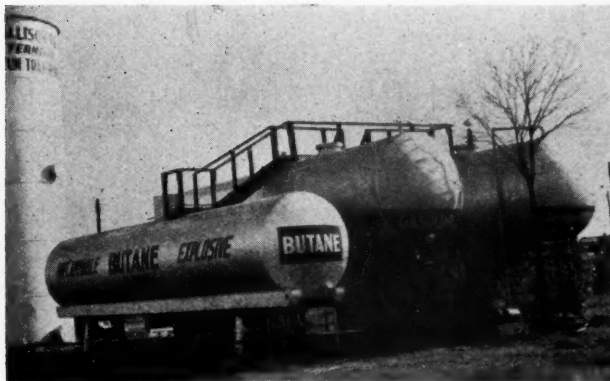
R. J. Allison charges five cents per

gal. for butane in large quantities, transported anywhere in a radius of 150 miles from an operating base. One-half cent per gal. is added to this charge for every 50 miles, or fraction thereof, traversed beyond the 150-mile limit.

Most of the field selling is done by two salesmen experienced in well-drilling operations and by the managers of the field offices located at the various headquarters for truck operations.

The Tulsa butane storage tank and meter were installed about a year ago. They were primarily made to service the company's own butane equipped tanks, but there has been an increasing demand for the fuel on the part of the traveling public. A small stock of 30-gal. cylinders is carried to supply welding shops which use butane for cutting purposes, replacing acetylene.

BELOW: Butane tank layout of R. J. Allison, Tulsa, Okla. Gasoline and other petroleum products are also handled here, company trucks are serviced, and 30-gal. cylinders carried in stock. **AT RIGHT:** Smith meter used in measuring butane gas.



Efficient Truck Drivers Open the Road To Profits and Satisfied Customers

By CRAIG ESPY

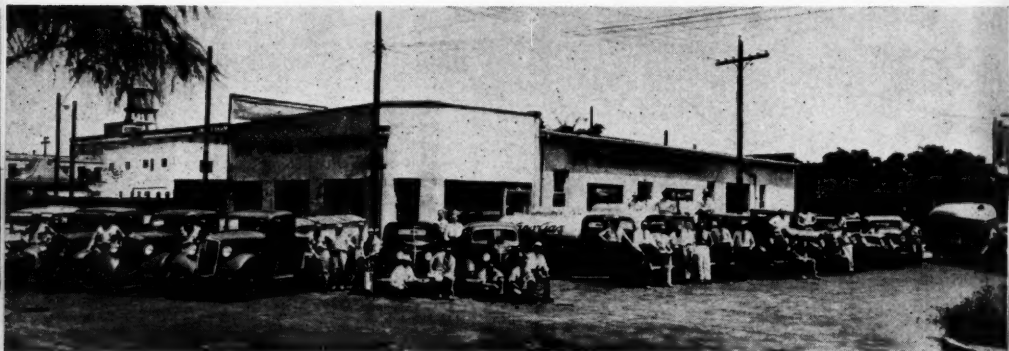
THE road to profit when you are serving butane customers across a 300-mile stretch of country in one direction and 250 miles in another, begins with the hiring of a proper truck driver, then training him to be a good sales and service man, and a careful driver as well. At least, that is the experience of Vapo-Gas Systems, Inc., of San Antonio, Texas.

This company does its own sales job within a 50-mile radius of San Antonio, then works through 50 dealers in the stretches beyond, supplying fuel to their customers.

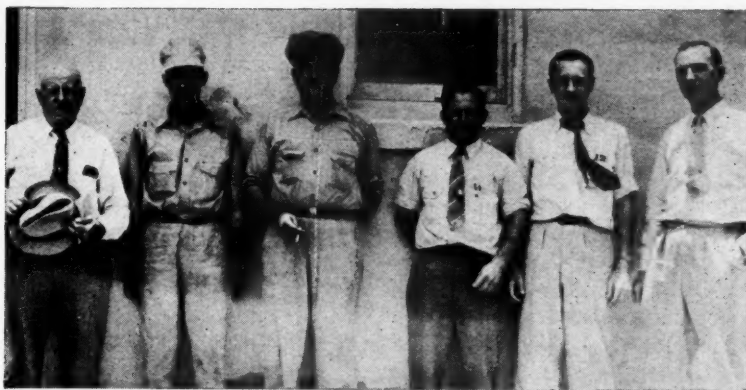
On the Brownsville run, 300 miles to the south, Driver No. 1 is responsible for the first 125 miles. He has

approximately 250 customers on this run. Driver No. 2 operates from the town of Harlingen and covers the route between the town of Alice and Brownsville, also a distance of 125 miles. On this route he also serves approximately 250 customers.

Jack W. Neal, president of the company, has formulated many orthodox policies involving the employment of truck drivers that help to guard the best interests of the company and customers alike. The man's character is deemed more important than his education, so long as he can compute accurately, but in contacting his customers he must have much of the intelligence and diplomacy of a good sales-



Part of fleet of 18 trucks, sales cars and demonstration trailers of the Vapo-Gas Corp., San Antonio, Texas. At this plant drivers learn the fundamentals of salesmanship and servicing of appliances before starting on their long delivery routes.



Part of the personnel of the Vapo-Gas Corp., San Antonio, Texas. From left to right: I. Baum, salesman; G. L. Smalley, shop foreman; E. E. Maurer, serviceman; Grayson Lubbock and A. N. Chittim, salesmen; and R. M. Messinger, manager. Jack Neal, president, was behind the camera.

man, for such he really is. He must be methodical and orderly in his route book records and accounts. Honesty is a basic requirement to ensure every customer his full measure of fuel, and always there is the usual ban against trying to handle liquor and liquefied petroleum gas at the same time.

R. M. Messinger, manager of the company, teaches his men how to adjust appliances and how to keep them in adjustment. An illustration he uses in training work is that while an automobile will run under improper adjustment, it will then make only a few miles per gallon of gasoline. Similarly, a gas appliance will also work under improper adjustment, but the customer will not get her money's worth out of the fuel. Nor will she get cooking satisfaction unless proper adjustment is made and kept.

This company encourages its drivers to learn something about cooking, for on frequent occasions they will be required to teach the customer how to

cook with the fuel. In one case the customer could not get her cornbread to cook properly. It would burn on the bottom but wouldn't brown at the top. Several service men had declared the range to be in perfect adjustment but still the customer could not cook cornbread properly.

The driver got to the bottom of the problem one day by watching the customer cook dinner. He had the customer make up three pans of cornbread. One pan she cooked her way. Sure enough, she got the customary result. The second pan was cooked his way, as was the third, to prove that the golden brown crust at top and bottom was no mere accident. The answer lay in the fact that the customer was constantly peeping into her oven to note the progress of the cooking process, while the driver restrained his curiosity. The demonstration was sufficient.

The driver must go to bed early and arise early. He sometimes fuels his first

customer at 6 o'clock in the morning, for farm people rise early. He must fuel his last customer before dark.

The driver-salesman must be on the alert for new customers, informing the dealer about new construction work in the territory, asking satisfied customers about friends who may be interested.

A ranch home in Texas is sometimes many miles from the property line. Occasionally a locked gate shuts off the property and the driver must know where the rancher keeps the key. A fact of this kind must be recorded in the driver's route book. The route book must also show the distance of each customer from the nearest town. Telephone numbers of customers are required, for it occasionally happens that a customer must be called by phone before a trip is made to the premises.

A driver must always leave the customer's property in as good condition as he found it. If the customer is not at home and the tank is fueled, a note must be left advising the customer that the gas is shut off and all appliances should be turned off before the gas is turned on again.

On the long hauls a driver learns that he should refuel each customer on each route trip. In spite of this procedure, emergency calls for fuel are sometimes made but they are held to the minimum. Special customer services are always listed on the account file of the customer so that the management can quickly tell by examination whether the customer is a profitable one to have on the books. Profitable or unprofitable, though, service is given, for that's the gas business.

The company charges two cents per gal. as a penalty for all quantities of delivered fuel of less than 100 gals.

when special hauls are required. If the tank being refueled will take only 70 gals., for instance, to fill it, no penalty charge is made, of course. Nor does the penalty apply on regular calls.

In fueling its 2000 customers (300 of which have above-ground systems and the remainder underground systems) the company operates eight trucks. One of the trucks is of 1500-gal. tank capacity, but it has been found that 1000-gal. tank trucks can be operated more economically.

The demands for services have grown in a few years of operation until now the company operates 18 tank trucks and cars. Large installations are recommended to most users to enable them to have greater reserve supplies of gas and to reduce service charges.

Oklahoma Cotton Gins Find Butane Reduces Fuel Costs

The Oklahoma Automatic Gas Co., Oklahoma City, has installed butane gas service in the cotton gin of W. A. Hall & Co., at Fort Towson, Okla., according to C. Ralph Jones, manager.

Equipment secured through the Southwest Factory, Oklahoma City, includes a 1110-gal. tank installed underground to supply butane to a 75-hp. motor converted from use with gasoline to butane gas utilization.

A. L. Tucker, manager, Southwest Factory, says that his firm recently furnished tanks and other necessary equipment for several other cotton gin installations in Oklahoma. These supply butane fuel to gas or gasoline engines ranging from 75 to 150 hp. Some of the installations have been conversions from steam boilers.

"We have found that gin operators who have made conversions from steam boiler operation to butane gas-fueled engines have saved as high as 50 per cent," said Mr. Tucker. "They have saved repairs on boilers and replacement costs. Where we fuel gasoline engines there is a marked saving in maintenance costs and a decided increase in power and general efficiency of operation."

Larger Family Tanks Sell More Gas; More Gas Means More Appliances

By GRADY W. JONES

President, Carolina Butane Gas Co.

INSTALLING larger tank systems in order to dispose of more gas at lower prices so that more appliances may be sold" might well be an appropriate title for the story that tells of the plan behind the business methods that have worked out successfully for the Carolina Butane Gas Co.

This firm was organized on Jan. 1, 1939, at Columbia, S. C., with Grady W. Jones, formerly associated with the Butane Gas Co., Little Rock, Ark., president; Frank Loomis, vice president; O. E. McGugan, Jr., secretary-treasurer; O. E. McGugan, Sr., Thornton, Ark.; and James A. Kenan, Atlanta, Ga., directors.

The practices that have influenced the company's activities during its first half year are told by President Jones:

"Since organizing, we have endeavored to hold to larger underground systems. Our load has been built by insisting on nothing smaller than 240-gal. tanks, for that enabled us to offer lower gas prices, due to reduced delivery costs. We feel that this has not only stimulated additional installations but will encourage every customer to add more appliances to his load. Our sales of appliances have moved from about \$2000 in January to \$4000 in February, and we are closing our June business with approximately

\$10,000 worth of appliance sales. Most of these sales we attribute directly to our low gas rates.

"We are covering the entire state of South Carolina and to date have installed almost an even 100 of the 200-gal. underground systems, and 20 of the 480 and 620-gal. systems. Of those installations 80 per cent have purchased domestic ranges and 20 per cent have taken commercial ranges.

"Newspapers have proven to be our most profitable avenues through which to advertise. We have found it more profitable to select the best papers and run large ads than to scatter the same volume in small spaces in many papers. Actual results have been traced to prove this; advertising costs have been covered by increased sales and good will has been created which will ultimately be realized in dollars and cents.

"Our potential market lies in the small towns and communities and suburban areas that are not serviced by natural or artificial gas.

"Our company services the entire state of South Carolina, with branch offices at Conway, Greenville and Walterboro. We have 18 full time salesmen and employ 32 people altogether, counting those in the branch offices. We have three bulk plants, two of 18,000-gal. and one of 15,000-gal. ca-

capacity. We have six pieces of rolling equipment, consisting of one 1000-gal. truck, two 300-gal. trucks with trailers, and three delivery trucks.

"If we were to name any one factor as having contributed most to whatever degree of success our company has attained, we would say that it was the care used in selecting sales representatives. Our salesmen have had thorough training prior to entering the field and are followed up with close supervision. We have a trained engineer that figures all important jobs before the customer is given recommendations as to equipment to purchase.

"Beginning July 1, we made it possible for customers to lease equipment instead of buying it, and we think this will work out very well for both the customer and ourselves. Our volume of business is already increasing substantially as a result of such practice."

Wichita Butane Dealers Show Big Sales Increase Over 1938

The Mid-Continent Butane Equipment Co., Inc., of Wichita, Kan., as the result of intensive sales campaigning and the wider acquaintance of their prospects with the uses of liquefied petroleum gas for domestic purposes, received more business during the last week of July and the first week of August this year than was recorded for the entire months of July and August last year.

This firm was incorporated in 1937, with R. H. Miller, president, and O. C. Hibarger, secretary-treasurer, and is agent for the Automatic Gas Systems in the Wichita territory. A full line of L.P.G. appliances is also carried.

A photograph of the Mid-Continent plant and mobile equipment is shown below.

Texas Firm Incorporates

A permit to incorporate has been granted J. H. Winton, Mrs. Irene Bogard Winton and F. P. Winton to hereafter conduct their four-year-old business as the Winton Automatic Gas Co. The place of business is at Beaumont, Texas, and the capitalization is \$15,000.



Plant and mobile equipment of Mid-Continent Butane Equipment Co., Inc., Wichita, Kan.



Detroit Jewel and Garland divided table-top model with Monel top. One of a complete line of ranges available for bottled gas service.

Miami's
"Model
All-Gas Home"
Selected
GARLAND!

No wonder a Garland range was selected for the Model All-Gas Home at Miami, Florida! The Detroit-Michigan Stove Company, manufacturers of Detroit Jewel and Garland domestic ranges and Garland heavy-duty cooking equipment, have pioneered in the development, manufacturing, and merchandising of bottled gas appliances.

Naturally, the ranges which this manufacturer has designed for bottled gas service have established and maintained reputations for efficiency, economy, and dependable trouble-free service. This long experience and understanding of the peculiar problems involved in this field will be a distinct advantage to you in assuring customer satisfaction with the use of bottled gas. Catalogs and complete information will be furnished upon request.

See our "Ranges of Tomorrow" at the New York World's Fair

DETROIT-MICHIGAN STOVE CO. • DETROIT

Midwest Section of L. P. G. A. Will Meet In Des Moines, Iowa, September 25-26

THE Midwest Section meeting of the Liquefied Petroleum Gas Association, Inc. will be held on September 25-26 at Hotel Fort Des Moines, Des Moines, Iowa, with Kenneth R. D. Wolfe, chairman, presiding.



Kenneth R. D. Wolfe

Registration will begin on Monday morning, September 25, at 10 o'clock; luncheon will occur at 12:30 and the first session will open at 1:30 with an address by the president of the Association, J. Woodward Martin, manager of the Stargas Department of the Lone Star Gas Co., Dallas, Texas.

The two-day program, subject to some late rearrangements, and following the president's address, is below:

Monday, September 25

Sectional Group Activities — F. R. Fetherston, L.P.G.A. secretary, New York.

Increasing Gas Load with Dual Usage — F. B. Boice, sales manager, Shellane Department, Shell Oil Co., Inc., St. Louis.

Recent Improvements Made in Appliance Design — K. R. Knapp, chief engineer, A.G.A. Testing Laboratory, Cleveland.

Physical Effects of Carbon Monoxide and Demonstrating Gas Detecting Instruments — L. W. Schafer, Mine Safety Appliances Co., Milwaukee.

Report on Code of Ethics — Otto A. Kohl, Bupane Gas Co., Cedar Rapids, Iowa.

Tuesday, September 26

How To Select and Train Liquefied Petroleum Gas Salesmen — John L. Locke, Northwestern Blaugas Co., St. Paul, Minn.

"Pyrofax Plan" of Cylinder Demurrage — W. A. Naumer, manager, Pyrofax Division, Carbide & Carbon Chemicals Corp., New York, N. Y.

Liquefied Petroleum Gas Accidents and Their Prevention — G. L. Brennan, Philgas Department, Phillips Petroleum Co., Detroit.

Increasing Gas Load in New Fields — I. L. Tucker, president and general manager, Rapid Gas Corp., Cedar Rapids, Iowa.

Equipment Procedure and Cost of Five-Year Cylinder Test — L. R. Cartier, C. & R. Engineering Co., O'Fallon, Ill.

Maintaining Customer Good Will — K. W. Rugh, Philgas Department, Phillips Petroleum Co., Detroit.

Empty Cylinder Freight Rating

Western Trunk Line Rate Advice No. 27,250 has been amended to provide, in substance, that empty containers used by manufacturers and distributors of compressed gases cannot be returned to points of origin on railroads unless the immediate preceding transportation of the filled containers to the shipping point of the empty containers was by railroad freight service or rail and water freight service.

Either the consignor or consignee must sign a certificate to that effect.

George E. Stringfellow Passes

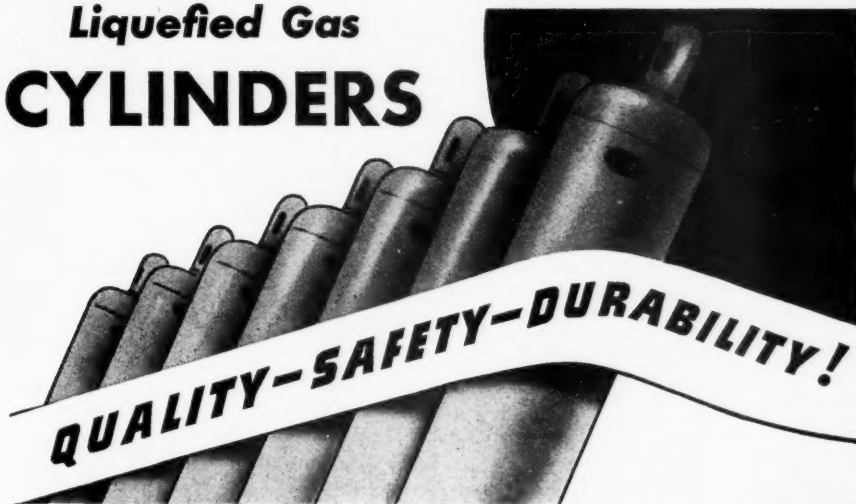
George E. Stringfellow, head of the Hydro-Gas Service Co. of Shreveport, La., died suddenly while at work on July 25.

Mr. Stringfellow had been engaged in the sale, installation and fueling of the underground type of L.P.G. systems in northwestern Louisiana since June, 1938.

USED WITH SATISFACTION BY THE LEADING PRODUCERS!

SCAIFE

Liquefied Gas
CYLINDERS



Scaife Liquefied Gas Cylinders give uniform satisfaction in service because they are uniform in the qualities that count for most. Uniform strength, uniform shell thickness, uniform perfection of fabrication—every detail sums-up to this fact: that there are no better cylinders made by any known process than Scaife Cylinders.

Let *The Scaife Man* prove to you that our service is a real part of the satisfaction Scaife customers enjoy in the use of our products—call him in for a helpful consultation!



WM. B. SCAIFE & SONS CO. General Offices, Laboratory and
Works: Oakmont, Pa. (Pittsburgh District) • Representatives in Principal Cities



SEPTEMBER - 1939

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Heat and Power Conversion Factors

**TABLE NO. 1 — LBS. OF L. P. G.
TO HEAT UNITS**

*Multiply any given number of pounds of gas by
factors in Col. 1 to obtain the equivalents in Col. 2*

Isobutane	
.212	Gals. @ 60° F.
Normal Butane	
.206	Gals. @ 60° F.
Normal Butane or Isobutane	
21,331.	British Thermal Units
6.24	Kilowatt Hours
8.37	Horsepower Hours
.2133	Therms
2.133	Decitherms
6.52	Cu. Ft. of 3274 B.t.u. Gas*
7.1	Cu. Ft. of 3000 B.t.u. Gas*
7.35	Cu. Ft. of 2900 B.t.u. Gas*
8.48	Cu. Ft. of 2519 B.t.u. Gas*
19.4	Cu. Ft. of 1100 B.t.u. Gas*
20.3	Cu. Ft. of 1050 B.t.u. Gas*
21.33	Cu. Ft. of 1000 B.t.u. Gas*
23.7	Cu. Ft. of 900 B.t.u. Gas*
35.6	Cu. Ft. of 600 B.t.u. Gas*
37.1	Cu. Ft. of 575 B.t.u. Gas*
38.8	Cu. Ft. of 550 B.t.u. Gas*
42.7	Cu. Ft. of 500 B.t.u. Gas*
Propane	
.236	Gals. @ 60° F.
21,633.	British Thermal Units
6.35	Kilowatt Hours
8.5	Horsepower Hours
.2163	Therms
2.163	Decitherms
6.61	Cu. Ft. of 3274 B.t.u. Gas*
7.21	Cu. Ft. of 3000 B.t.u. Gas*
7.46	Cu. Ft. of 2900 B.t.u. Gas*
8.58	Cu. Ft. of 2519 B.t.u. Gas*
19.7	Cu. Ft. of 1100 B.t.u. Gas*
20.6	Cu. Ft. of 1050 B.t.u. Gas*
21.6	Cu. Ft. of 1000 B.t.u. Gas*
24.0	Cu. Ft. of 900 B.t.u. Gas*
36.0	Cu. Ft. of 600 B.t.u. Gas*
37.6	Cu. Ft. of 575 B.t.u. Gas*
39.3	Cu. Ft. of 550 B.t.u. Gas*
43.3	Cu. Ft. of 500 B.t.u. Gas*

*At 60° F. and 30 in. mercury.

**TABLE NO. 2 — ELECTRICITY
TO GAS**

*Multiply any given number of kilowatt hours by
factors in Col. 1 to obtain the equivalents in Col. 2*

3415.	British Thermal Units
.0341	Therms
.341	Decitherms
.1575	Lbs. of Propane
.16	Lbs. of Isobutane
.16	Lbs. of Normal Butane
.0373	Gals. of Propane
.039	Gals. of Isobutane
.033	Gals. of Normal Butane
1.04	Cu. Ft. of 3274 B.t.u. Gas*
1.07	Cu. Ft. of 3200 B.t.u. Gas*
1.10	Cu. Ft. of 3100 B.t.u. Gas*
1.14	Cu. Ft. of 3000 B.t.u. Gas*
1.16	Cu. Ft. of 2950 B.t.u. Gas*
1.18	Cu. Ft. of 2900 B.t.u. Gas*
1.22	Cu. Ft. of 2800 B.t.u. Gas*
1.26	Cu. Ft. of 3700 B.t.u. Gas*
1.32	Cu. Ft. of 2560 B.t.u. Gas*
1.34	Cu. Ft. of 2550 B.t.u. Gas*
1.35	Cu. Ft. of 2519 B.t.u. Gas*
2.74	Cu. Ft. of 1250 B.t.u. Gas*
3.15	Cu. Ft. of 1100 B.t.u. Gas*
3.25	Cu. Ft. of 1050 B.t.u. Gas*
3.34	Cu. Ft. of 1025 B.t.u. Gas*
3.41	Cu. Ft. of 1000 B.t.u. Gas*
3.50	Cu. Ft. of 975 B.t.u. Gas*
3.79	Cu. Ft. of 900 B.t.u. Gas*
3.88	Cu. Ft. of 880 B.t.u. Gas*
5.68	Cu. Ft. of 600 B.t.u. Gas*
5.88	Cu. Ft. of 580 B.t.u. Gas*
5.99	Cu. Ft. of 570 B.t.u. Gas*
6.21	Cu. Ft. of 550 B.t.u. Gas*
6.33	Cu. Ft. of 540 B.t.u. Gas*
6.37	Cu. Ft. of 535 B.t.u. Gas*
6.45	Cu. Ft. of 530 B.t.u. Gas*
6.50	Cu. Ft. of 525 B.t.u. Gas*
6.56	Cu. Ft. of 520 B.t.u. Gas*
6.83	Cu. Ft. of 500 B.t.u. Gas*
6.97	Cu. Ft. of 490 B.t.u. Gas*

*At 60° F. and 30 in. mercury.

FORSTER DOMESTIC CONVERSION BURNERS



FOR BUTANE,
PROPANE, NATURAL,
MANUFACTURED GAS

Now is the time to sell Forster Domestic Conversion Burners to replace oil, wood, coal, and coke. Easily installed without other alterations to the heating systems. Forster Conversions are from 25% to 50% more efficient than others—combustion efficiencies of 75% to 80% being not uncommon. Illustrated and described in our Burner Catalog, covering equipment for combusting all gaseous fuels. Write for your copy today.

★ We are prepared to design and install industrial butane standby plants, public service gas plants, as well as automotive and stationary engine conversions. Your inquiries are solicited.

RANSOME COMPANY

Manufacturers of Forster Torches and Burners

4030 HOLLIS STREET

EMERYVILLE, CALIF.

RANSOME

SEPTEMBER - 1939

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For Simplicity...

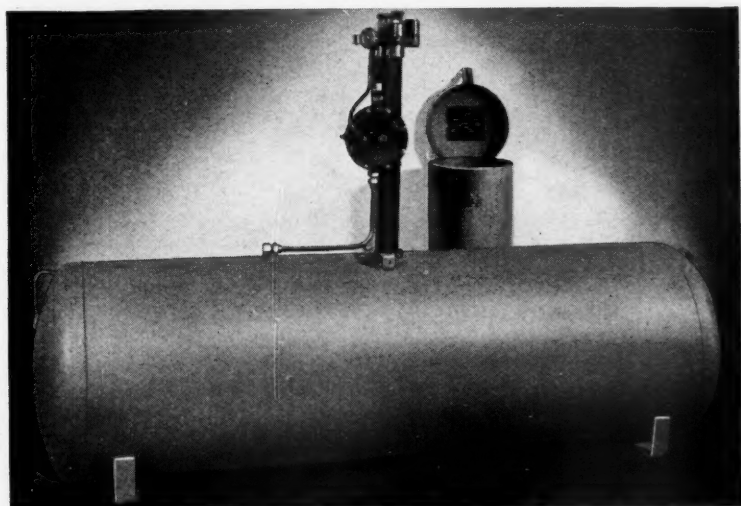


the **REGO** COMPACT UNIT SYSTEM

Only one connection is required into the storage tank . . . dangerous and troublesome leaks are eliminated. This unit answers the demand of underground bulk system operators for a compact simplified assembly of all the equipment required for a safe, approved underground bulk system.

The RegO Compact Unit is sold exclusively through licensed manufacturers who are in position to furnish complete systems meeting National, State and local requirements. Write for list of licensed manufacturers.

COVERED BY PATENT NOS. 1662291, 2005931, 2098119, RE. 20624,
2121675, 2121673, OTHER PATENTS PENDING.



Specify RegO Compact Units On Your Underground Systems

The **BASTIAN-BLESSING** *Company*

258 E. ONTARIO ST.

CHICAGO, ILL.



E. B. Stroud and wife in the Fort Worth, Texas, office and appliance showroom of their Butane Gas Co.

Automatic Gas Equipment Co. Conducts August Sales Contest

To spur August sales and to put salesmen in stride for the "Fall harvest of sales," Automatic Gas Equipment Co., Dallas, Texas, held a contest that ran for the month of August, and that was open to representatives of the company in the several Southwestern states where Automatic systems are being sold.

A grand prize of \$25 will be awarded the salesman who receives the largest number of points, and points will be based upon the sales of individual gas systems, these ranging in size from 111 to 1000 gals. Cash prizes will also be paid for each system sold, these running from 50 cents each for the smallest size to \$10 each for the largest of six sizes.

Several Oklahoma Companies Consolidate To Sell Butane

The Berry Butane Gas Co., Oklahoma City, Okla., the Elkins Gas Service, W. L. Elkins, owner, Alva, Okla., and several other firms over the state have merged to form Butane Consolidated.

The new consolidated firm has opened headquarters at 45 West Main Street, Oklahoma City, and will operate branches in Alva, Ardmore, and Perry, Okla.

Butane Consolidated has purchased two special butane gas delivery trucks and other equipment through the Southwest Factory. It also will operate an installation, equipment demonstration, and service truck, with twin tanks and other necessary equipment.

San Saba, Texas, Bulk Plant Opened by R. L. Edwards

R. L. Edwards of the Edwards Gas Appliance Co., San Antonio, has recently completed a bulk storage plant at San Saba, Texas.

This is the second of three similar plants that will serve the small cities of Lampasas, San Saba, and Llano. The first plant was erected in Lampasas three months ago and the one for Llano will be installed as soon as local business justifies.

Lake Oil Co., Warroad, Minn., Opens Pyrofax Warehouse

With 30 accounts in Roseau and Lake of the Woods counties, the Lake Oil Co. has recently completed a steel warehouse in Warroad, Minn., for housing drums of Pyrofax liquefied petroleum gas. The greatest number of installations by the company has been in the towns of Warroad and Roseau.

Green's Fuel, Inc. Will Hold September Sales Convention

The annual sales meeting of the liquefied petroleum gas distributors of Green's Fuel, Inc., will be held at the Hotel Sarasota, Sarasota, Fla., on September 7 and 8, according to K. H. Koach, general manager of the company. The two-day session will be devoted to talks and discussions concerning the industry as a whole and specifically to the problems of the 23 distributors of Green's Fuel in Florida, Georgia, Alabama and North and South Carolina.

The meeting will close with a banquet and the showing of talking motion pictures demonstrating L. P. G. activities of the organization. The wives of the distributors will be guests of Green's Fuel during the session.

Fall Butane Extension Course Starts Sept. 21 in Los Angeles

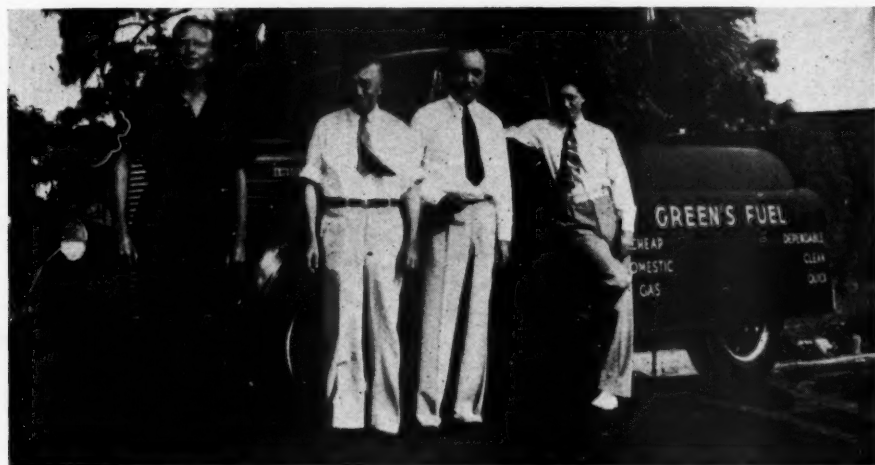
Complete coverage of planning and servicing butane power installations will be offered in a special course, "Commercial Butane Mechanics," which the University of California extension division, Los Angeles, will open Thursday evening, Sept. 21, at 815 S. Hill St.

The course, similar to the one that opened in July, will feature the study of methods and equipment for converting standard gasoline engines to operation on butane-propane fuel, and other pertinent factors. Again, the instructor will be Albert G. Bodine, research engineer for the American Liquid Gas Corporation. The enrollment fee will be \$6.

In addition to this course, the extension division announces a mechanical engineering course in thermodynamics, opening September 20, as well as mechanic art classes in automobile problems, motor tune-up, air conditioning and refrigeration, petroleum technology, oil production engineering, geology, photography, engineering drawing, machine drawing, descriptive geometry and some 200 courses in accounting, auditing, business organization, safety education, labor economics and workmen's compensation.

Install 1500 Gas Brooders

The Worthington (Minn.) Gas Co., through its Philgas division, is going extensively into the distribution of gas brooder stoves. Already 1500 of these have been contracted by local farmers, and installations have begun.



Green's Fuel officials, left to right: E. Reed Whittle, manager tank production; J. B. Green, president; Kenneth H. Koach, general manager; Taylor Green, vice president and sales manager. Missing from the picture, S. A. Jackman, secretary-treasurer, and W. R. Green, vice president.

SELLING

Selling Under Wraps

THERE is a good lesson in a story an old-timer tells about his first selling job. If it proves nothing else, it proves that all buyers are not alike and that there is no universal formula for selling goods.

In this case, the old-timer relates that he was given a line of fabrics and sent out on the road to contact jobbers in a certain large area. Among the fabrics was an eccentric pattern which had not moved for a couple of years and which the firm was anxious to close out. Our man was offered an extra commission on every yard of it he could sell.

So naturally in displaying his line to a buyer, he would lay the eccentric fabric out in a prominent position and concentrate on it in his sales talk. He was chagrined to find he not only could not sell the odd fabric, but he was spending so much time trying to move it that he was not getting orders for the regular line.

Discouraged, he put up at a hotel in a small town one night and, after a dispirited meal, retired to his room to try to figure out what he could do to secure some orders. He thought of setting aside the odd fabric and concentrating on the other fabrics; but he knew his firm would not approve of that. He went over his whole sales presentation, but could not see how he could improve upon it; and he had just about come to the conclusion that

he was a failure as a salesman when the telephone in his room rang. It was a fellow salesman, a friend of our man's father who had been in the game for years. He was stopping at the same hotel and had seen our man's name on the register.

Our man was overjoyed and, having invited his friend to come up to his room, he poured out his tale of woe.

"Now wait a minute," the friend interposed at last; "before you tell me any more, get out your sample case and try to sell me an order. Maybe I can see where you're going wrong."

Our man threw himself into his presentation and did what he thought was a bang-up selling job.

"That's good," said the friend, "very good. But you're off on the way you handle that odd fabric. You are a young man, new to this game, and you are trying to sell a bunch of hombres who have been in the fabric business for years. They think they know all the answers, and they certainly are not going to listen with any great respect.

"Now, here's the way to do it. Ditch that odd fabric. Put it out of sight somewhere where the buyer won't see it until you want him to. Show him the regular line. Let him see all of it. And then give him just a glimpse of the odd fabric. Pretend you don't want him to see it. If I know my buyers, he won't rest until he has got hold of it.

"When he has seen it and has begun to ask questions about it, act dumb. Tell him it is an odd lot. Say you don't know how it got mixed up with your samples. Discourage his interest in it. Make him pin you down and, finally, after a good deal of fumbling, name him a price. He will figure he has you outsmarted and if you don't

DOTTED LINE ROSCOE



" — and now, Mrs. Potski, you can have
fun in the kitchen!"

get some orders I'll miss my guess."

The story ended happily. Our man went out the next day and before the week was out had sold enough of the odd fabric to net him a nice little salary for his week's work. And he had learned that there are some buyers who will sell *themselves* if permitted.

Are You Here?

The manager of a large organization divided salesmen into *three* classes.

In the first class is the salesman who parks comfortably in the showroom and waits for a customer to come in and point out what he wants.

In the second class is the fellow who spends his time looking for "hot" prospects. He is always on the alert for ready-to-buy leads, and his sales presentation generally opens with, "I understand you are in the market for a gas range. Let me take your order."

And in the third class, is the salesman who goes right out into the homes of his community and creates a desire for his product. He recognizes the fact that the salesman's job is just that: creating a desire for commodities.

A Dozen Don'ts

A salesman who has made more than a moderate success in his profession has 12 don'ts which he claims have more value in keeping one out of sales trouble than twice as many do's:

1. Don't waste time talking about the weather.
2. Don't forget to repeat the prospect's name.
3. Don't apologize for taking up the prospect's time.
4. Don't fail to stick to the point.

5. Don't forget that the prospect has other senses besides his ears. Let him feel the goods. Let him see it. If it's a gas refrigerator, let him *hear* its silence.

6. Don't neglect reference material such as catalogs, price lists, samples, and so forth.

7. Don't fail to identify yourself and your product.

8. Don't allow your prospect to get bored with technical talk.

9. Don't forget your prospect is an individual with individual problems. Find out what they are.

10. Don't argue.

11. Don't lecture.

12. Don't try to be funny.

Sales Do Not End With the Signature

People are a lot friendlier when you give them just a little more than they've paid for, or expected. Stated in another way: "Sales do not end with the signature."

That's one of the principles on which Henry Ford has built his great enterprise.

Whether it's gas or appliances, the idea is sound. We live with our customers. We hope to satisfy them permanently. We must serve them so well that their enthusiasm will sell our product to their friends.

Take a page from Mr. Ford's successful book. Don't let your sales end with the signature. Call back on all of your customers. It's courteous. It's good business. It will build good will and pay profits—for it means happier customers—more leads—more sales!—*Reprinted from sales letter of Philgas Department, Phillips Petroleum Co.*



PIONEER

in the Control of Bottled Gases

Reliance was first to cooperate with producers in making the utilization of Butane and Propane gases possible, safe and practical.

Reliance manufactures a complete line of Regulators for manufactured, natural and mixed gases, all of which have been thoroughly tested and approved.

Reliance Type "MR" automatic Regulators reduce variable cylinder pressures to a uniform outlet pressure of from 3 to 10 pounds. When installed with two or more cylinders, the "MR" will automatically draw on one or more, depending upon the load and the generating capacity of the cylinder. Type "BK" or "BKR" secondary Regulators further reduce the pressure to the required inches of water for proper utilization. The Reliance "MR" Regulator and Indicator (Patent No. 1960466) shows the conditions of supply at all times. Internal mechanical relief valves or mercury seals can be provided for the "BK" Regulator.

SEND FOR BULLETIN No. 40

RELIANCE REGULATOR CORPORATION

1000 MERIDIAN AVENUE

ALHAMBRA, CALIFORNIA

R E L I A N C E

SEPTEMBER - 1939

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tual operating conditions as well as work in the laboratories on dynamometer tests.

It was soon found that field conditions and laboratory tests did not always correlate. Variation in weather conditions from freezing to hot desert summers, from low to high altitudes, undersized engines for the loads being imposed, unreliable and disinterested drivers, the curiosity of something new that made every driver an expert at changing adjustments, the need to deal with the smaller and often unreliable operators due to the newness of the product, caused many hours of heart-breaking work, but taught those that stayed with it that fundamentally the fuel was right and time and experience would iron out the bumps in the road.

Heavy Duty Uses

The tractor was the most successful unit to convert in the beginning due to the design of the engine and the fairly constant load. Experience gained from the improvement of tractor operation was applied to the high speed engines and gradually the ability to forecast whether a job would run satisfactorily or not was obtained.

From the farmer the next step was to the contractor. Harrassed by large fuel losses due to thieving by the public and employes, the road contractor was willing to put up with inconveniences in experimenting to save on fuel costs.

After the contractor came the trucker. Just as the progress in this end of the business appeared to justify the work put in, the introduction of the Diesel engine with benefit of tax free

fuel was made. This closed the field for butane to the large, well financed fleet operator, as the saving in fuel tax alone would pay out the cost of a Diesel installation in less than a year.

Railroad Tries L. P. G.

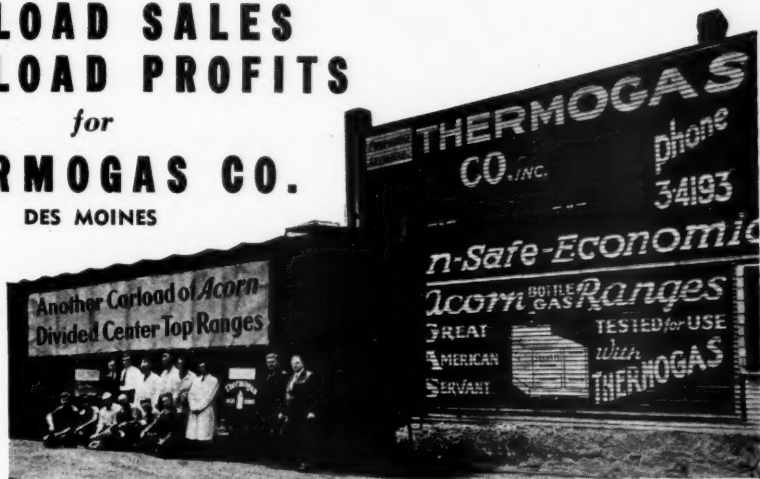
To eliminate a nuisance in the form of exhaust odors in gas-electric rail cars, the Southern Pacific Co. tried an initial installation and operated it in regular passenger service for nearly a year between Los Angeles and Santa Barbara, Calif., at which time their operating records indicated the justification to convert the balance of these cars. Besides elimination of odor, lower maintenance, oil and fuel costs were obtained as well as more satisfactory engine performance.

In the meantime progress was being made with the farmers and time was beginning to tell some of the advantages of a clean, high octane fuel for the internal combustion engine.

The next field interested was that of the motor bus. One test was made on a single unit for a period of nine months with a total of 90,000 miles recorded. Maintenance records, field consumption and performance were carefully watched and this test resulted in the conversion of 20 units out of a large fleet. These units are still running and have been the proving ground for many improvements.

The original test job along with the results obtained on the rail cars and test trucks convinced the late R. B. Childs of Spokane of the practical possibilities of this fuel, which resulted in the first 100 per cent bus conversion where 135 units are now operating on liquefied petroleum gases.

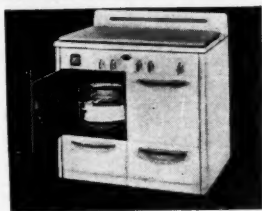
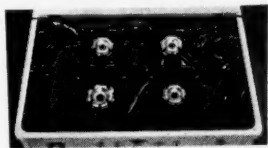
CARLOAD SALES CARLOAD PROFITS for THERMOGAS CO. DES MOINES



PUT THIS FAST-SELLING EXCLUSIVE LINE TO WORK FOR YOU

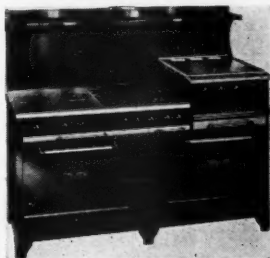
EXCLUSIVE specialty features with unusual consumer appeal insure **volume** sales and protect profits for bottled gas dealers:

1. **Unusually wide-spaced burners** (11¾" centers) provide extra room for big pots, and table-end areas for serving. Ideal for corner locations.
2. **Warming oven** keeps dishes and food warm until ready to serve. Heated by "pin-head" economy burner.
3. **Insulated waterless cooker** meets the big demand for this desirable form of cooking. Gives the advantages of "deep-well cooking" at lower cost, yet leaves **all** four top burners available. Heated by Warming Closet burner. Shelf folds up when not in use.



Under Three Famous Trade Names ACORN - ORIOLE - VULCAN

BUILD A PROFITABLE COMMERCIAL LOAD WITH THE FAMOUS VULCAN HOTEL AND RESTAURANT LINE! Quality service economically rendered has given Vulcan ranges, ovens and short order equipment an outstanding reputation in summer hotels, roadside stands, tourist camps from coast to coast. You'll find it a fast-selling, service-free line—with long profits.
Write Today for Full Information!



STANDARD GAS EQUIPMENT CORP.

18 East 41st Street, NEW YORK

Conveniently Located Offices: BOSTON • PHILADELPHIA
BALTIMORE • NEW ORLEANS • CHICAGO • AURORA, ILL. • LOS ANGELES

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With the increasing use of the fuel, distribution facilities improved to a point where fuel is available in almost any section of California and Arizona in which heavy farming and truck work are carried on.

Notable examples of its acceptance can be pointed to and the outstanding point of interest is, regardless of the early difficulties and inconveniences, there are very few successful operators that have tried out butane on a large scale that have not continued and expanded its use in preference to any other fuel available.

To the readers in those sections where the acceptance of this fuel for internal combustion engines has not as yet become as popular as in the West, a few suggestions are offered.

Suggestions To Users

Do not overestimate the savings to the user and do not underestimate the cost of conversions. Until experience is gained in this type of work, service calls are bound to be plentiful. Do not attempt to meet price competition by skimping on quality of material or workmanship. If the prospective customer is unable to, or will not, pay a fair price for a good job, he is not desirable as a customer, and in a business as new as this one it is not necessary to accept undesirable business. The most successful installers on the Coast are men and firms who passed up business to their competitors rather than skimp to get the job. Their records for safe and successful conversions have brought in sufficient business to fully justify their stand.

Safe and convenient fueling arrangements are necessary for satisfactory

customer acceptance. Sufficient storage should be provided by the user to eliminate split shipments. Dependable fuel supply and delivery facilities are essential.

Business Safeguards

The fuel supplier or distributor should keep in mind that even though the volume of business appears desirable, sufficient margin should be allowed to provide against physical and credit losses, service costs, sales costs, and wear and tear on transportation equipment in getting to inaccessible locations. Provisions must also be made for the cost of expansion of facilities for handling, during the period of building-up or for an overcapacity for the actual business done meanwhile.

First cost of plant and transportation equipment should be weighed carefully against future maintenance, loss of fuel due to leakage and inaccurate measurement, and liability due to poorly designed and constructed units.

The work done so far on the Pacific Coast can be viewed by the industry as a proving ground. Many of the difficulties have been ironed out, and equipment has been improved to the point that satisfactory service can be assured in most cases. The use of the fuel for internal combustion engines is basically sound, and excellent performance and economy in operation can be obtained with correct conversions. Safe installations are essential. The results obtained from good jobs will do the selling after sufficient time has elapsed to prove to the neighbors its advantages over other fuels.



**MAN!
IS THIS A MANUAL!**

NOW you've *real* help in selling commercial equipment!

Every commercial cooking salesman and every kitchen supply house, important hotel, restaurant and institution on your lines should have a copy of this manual.

It brings together under one cover the latest developments in commercial gas equipment. It points out the hidden losses which obsolete cooking equipment causes. It proves, from the records of successful operations, that modern gas equipment quickly pays its way in fuel, food and labor savings as well as increased customer satisfaction.

FULL OF FACTS AND IDEAS!

COFFEE MAKING

How modernized gas equipment makes better coffee at lower cost

STEAM TABLE OPERATION

How controlled heat in steam tables improves quality of food

DEEP FAT FRYING

How better fried foods can be prepared with the modern gas-fired deep fat fryer

SHRINKAGE

How shrinkage is reduced and profits increased by the modern gas range

THE REVOLUTION IN BAKE OVENS

How the bake oven has been changed to meet the needs of today's kitchen

THE DEMAND FOR STERILIZATION

How the demand can be met completely and economically with modern gas appliances



FREE

A limited number of copies of *Hidden Losses* will be supplied free to gas companies. Write for a copy today for examination.

ROBERTSHAW THERMOSTAT COMPANY
COMMERCIAL DIVISION SALES OFFICE
30 CHURCH STREET, NEW YORK
MAIN OFFICE, YOUNGWOOD, PA.

SEPTEMBER - 1939

NOTES

The Renner Hardware Store, agents for the "Magic Chef" Pyrofax bottle gas range in West Concord, Minn., held a demonstration in July to show the advantages of liquefied petroleum gas as a fuel for cooking. Miss Marie Larson, of Nerstrand, was in charge.

Fire Chief William Clemo, of Palo Alto, Calif., presided over the July meeting of the Peninsula Fire Chiefs Association in Sunnyvale. There were 36 fire chiefs present and proper methods of storing butane gas were informally discussed. Redwood City was selected for the August meeting.

Jackson Brothers, Turlock, Calif., have obtained the agency in their locality for carburetors adjusted for use with liquefied petroleum gas and are now prepared to convert trucks, tractors and stationary gas engines to burn butane. This firm has a complete butane supply depot, with modern metering unit, to service all vehicles using this fuel.

Pyrofax distributors from the Northwest division, including North and South Dakota, Minnesota and Iowa, held a convention in Spirit Lake, Minn., in late July. Among the 35 who attended were C. P. Mosher, Minneapolis; I. F. Mesner, Omaha; Frank Ramson, Chicago; T. H. Jones, Louisville, Ky., and B. A. Hughes, Louisville, Ky.

Wolten & Montfort held an all-day demonstration in July to demonstrate the uses of liquefied petroleum gases for hot water heaters and Wedgewood cooking ranges. They are agents for Flamo gas and L. P. G. appliances in Blaine, Wash.

Ira Mayo and John Seevers, salesman and engineer, respectively, for the Stargas department of the Lone Star Gas Co., Dallas, Texas, recently supervised installation of new Stargas systems in the school plants of the Keller school, 15 miles north of Fort

Worth, and the Sharp school, 16 miles southwest of Cameron. The new gas will be used for heating the buildings and cooking in the home economics departments. The Keller school formerly burned coal and the Sharp school burned wood.

The Valley Butane Service, with headquarters at 2265 Thomas Ave., Fresno, is the name of a new company to file a certificate of partnership which will operate in Fresno county, California. The co-partners are John Agbashian, Andy H. Boyajian and Sam H. Boyajian.

The Lacina Hardware Store, Dodge, Neb., has installed a butane gas system in the plant of the *Dodge Criterion*, where it will be used for heating the melting pots on the linotype and in the stereotyping department. The system includes a heavy steel underground tank of 200 gals. capacity.

H. D. Smith, long associated with the Baker-Fleming Farm Gas Co., of Lockney and Lubbock, Texas, has recently joined the Sheffy Implement Co., Demmitt, Texas, new "Flash-O-Gas" dealers for Baker-Fleming. Mr. Smith put on a July demonstration of liquefied petroleum gas with modern appliances for residents of Demmitt and the surrounding districts.

Roy B. Reed, of Flynn, Texas, has been made Leon county distributor for the Electrolux gas refrigerator, and took advantage of the July Pea Festival in Centerville to give a demonstration there of the use of L. P. G. with modern gas appliances.

The Airlene Gas Co., dealers in butane-propane gases and agents for L.P.G. appliances in Fulton, Ky., handle only the underground, one-drum gas systems. Officers of the company are R. A. Stevens, president; P. G. Boyd, vice president, and R. B. Jones, secretary-treasurer.

The Oklahoma Butane Gas Co. has recently installed a 222-gal. butane underground tank and gas system in the home of Earl Isbell, Antlers, Okla., merchant. Installation included about 80 ft. of pipe to serve two floor furnaces and an automatic hot water heater. The company also sold the floor furnaces and hot water heater.

Paul Train joined the Warren Implement Co., Warren, Minn., on August 1. He will devote his time to the appliance department and has been provided with a service trailer, fully equipped with modern appliances adapted for use with liquefied petroleum gases, and will demonstrate Skelgas to town residents and farmers.

Walter F. Paleen, of Moose Lake, Minn., attended a Pyrofax dealers' sales conference in Duluth early in August.

American Butane Gas Co., Oklahoma City, Okla., whose new sales policy includes the leasing of equipment to consumers using their butane gas (see July BUTANE-PROPANE *News*, p. 34) has extended its service area to territory within a 60-mile radius of Oklahoma City. The company has largely standardized upon 222-gal. storage tanks, located underground for most part.

Arthur Wesseley, secretary-treasurer of the Edwards Gas Appliance Co., San Antonio, Texas, states that the bulk plants of the company are located at Harlingen, Austin, San Antonio, Corpus Christi, Lampasas and San Saba, Texas, and additional bulk storage stations are contemplated for Alpine and Kerrville.

C. L. Neiert has purchased and is now operating the Bupane Gas Store in Cedar Falls, Iowa.

The Butane Gas Service Co. has a supply depot at Seaside, Calif., for dispensing butane to owners of cars, trucks and tractors equipped to use liquefied petroleum gas, and to domestic users.

The Garden City Butane Service, Santa Maria, Calif., exhibited at the Santa Barbara county fair in July, featuring various gas appliances adapted for use with liquefied petroleum gas.

Ray C. Burton, who operates a butane distributing plant in Pajaro, Calif., has applied to the Sacramento city council for a permit to establish a similar plant at Third and Broadway in Sacramento.

The Calor Gas Co., Ltd., London, Eng., R. Gill, manager, gave a series of cooking demonstrations at Caldersbridge, Eng., in July to demonstrate the advantages of liquefied petroleum gas with cooking ranges. Miss P. M. Allen, of the Parkinson Stove Co., was in charge.

Ruttger & Harris, Pyrofax distributors in Crosby, Minn., have moved into new and larger quarters so that more adequate display space may be available for an increased stock of ranges, refrigerators and water heaters adapted for use with liquefied petroleum gas.

The Big Bear Lake Gas Co. has filed articles of incorporation in San Bernardino, Calif. Incorporators are Henry R. and Amy Lacey and Raymond and Vera M. Reynolds, who reside at Big Bear Lake.

Permission has been granted by the Corporation Commission to issue 200 of the company's 2500 no-par value shares of stock.

C. C. Morris, owner of Morris Butane Gas Co., Sherman, Texas, has just completed his second year in business, handling "Yurown Butane Gas Systems." He has 50 customers in this locality and among them are operators of brooder plants, stationary engines and other farm equipment, besides the more common users of home ranges, hot water and space heaters.

H. Elmer Hanson had charge of the arrangements for the district meeting, held in July at Detroit Lakes, Minn., of the 20 Pyrofax dealers of the northwestern section.

The Omberson Implement Co., which has a Philgas agency in Westbrook, Minn., sold 24 cooking ranges for use with liquefied petroleum gas between last December and June 1. E. R. Morford is manager of the company.

The Jordan and Curtis Gas Appliance Co., Port Arthur, Texas, is now employing 10 field salesmen in its southeast Texas campaign to sell butane gas and appliances adapted for use with that fuel. E. T. Jordan is president of the firm and R. E. Curtis is secretary-treasurer.

Winch Type Tractors Bound for Argentine for Oil Well Work

Six butane-fueled Allis-Chalmers - Fred E. Cooper model U. E. Winch tractors were due to leave New Orleans harbor July 30 for Buenos Aires and thence to Comodoro Rivadavia, Chevet, Argentina, where they will go into general oil well service such as rod and tubing work, bailing, swabbing, etc. Butane News Camera caught the picture below at the Fred E. Cooper plant in Tulsa just after the assembly of this particular unit of the shipment had been completed.

The shipment is being made through Lucey Export Corp. of New York. Compania Ferro Carrilera De Petroleo, a large operating company, is the purchaser.

The tractors are equipped with 30-gal. tanks manufactured by McNamar Boiler & Tank Co., Tulsa. The carburetors and other butane equipment were supplied and installed by A. W. Shuller, Tulsa, a representative of Ensign Carburetor Co.

Ward Heater Co. Conducts Oklahoma Sales Meetings

Features of Ward floor furnaces, including those specially adapted for burning butane gas, were explained to retailers and salesmen

in meetings conducted by Hales-Mullaly, Inc., at Tulsa and Oklahoma City, Okla., August 8 and 10.

A double safety pilot feature and a special burner, which can be adjusted to the floor furnace for utilizing butane, were described and demonstrated by Paul Davis, Hales-Mullaly Co., assisted by Bert Kincaid, of Dallas, representing Ward Heater Co., Los Angeles.

Hales-Mullaly, statewide gas appliance and equipment distributor for Oklahoma, has just completed a four-weeks series of small district sales meetings to push the sales of floor furnaces and circulating heaters utilizing natural gas and liquefied petroleum gases.

Butane Gas Co., Inc. Installs Truck Meters and Bulk Plants

The Butane Gas Co., Inc., of Little Rock, Ark., has recently installed special butane meters on all its delivery trucks.

The company has also completed a new warehouse having 2000 sq. ft. of storage space, and has installed an 18,000-gal. bulk plant in Little Rock and another of similar size in Fayetteville, Ark.

Nearly 200 employees are active in the company's business as dealers, salesmen, installation, service gas men and office workers.



An Allis-Chalmers winch tractor, ready to be loaded for the Argentine by Fred E. Cooper, Tulsa, Okla.

Now!
**INCREASE YOUR
 GAS LOAD...
 SELL MORE
 AUTOMATIC
 GAS APPLIANCES**

NEW

FISHER AUTOMATIC CHANGE-OVER BOTTLE GAS REGULATOR

*assures unflinching gas supply for
 refrigerators, water heaters, etc.*

OPERATION—Primary regulators are designed to permit flow from one cylinder only until pressure in that cylinder falls below 6 lbs. The reserve cylinder then cuts in automatically, and a red signal appears on the indicator. Throw-over handle is used *only* when a new cylinder is attached.

FISHER's new Type 721T Regulator incorporates all the features of full automatic control. Improved indicator shows when supply is being drawn from reserve cylinder—indicator can be mounted directly on regulator or in remote location. Simple change-over lever indicates supply cylinder. Forged bronze body, standard pigtails in connection. Capacity 75 cu. ft. per hr. Propane with 10 lbs. cylinder pressure. Much greater capacity on normal or high cylinder pressure. Automatic manifold is interchangeable with FISHER check type or manual throw-over manifold. Investigate this new FISHER Type 721T. **WRITE TODAY** for attractive prices!

**NEW 721T
 REGULATOR**

With indicator mounted on regulator. Also furnished with 10 ft. of tubing for mounting indicator in remote location.



FISHER GOVERNOR COMPANY

904 FISHER BUILDING

MARSHALLTOWN, IOWA

SEPTEMBER - 1939

53

ROUND OAK RANGES



The Iroquois

FACTORY BUILT FOR THE FUEL THEY BURN

ROUND OAK Ranges *never* require unhandy adjustments for bottled gas. Every unit in this famous line is factory built for the particular fuel it burns. And all ten ranges (including *Hiawatha*, a great new 2-oven combination range for gas, coal or wood) have enviable reputations for customer satisfaction and big dealer profits. Cash in on the huge sales opportunities Round Oak offers. Write today for complete facts and dealer terms.



The Seneca, another fast-selling gas range.



ROUND OAK

of Dowagiac, Mich.

STOVES • RANGES • FURNACES
OIL BURNERS • AIR CONDITIONERS

Round Oak Co., Dowagiac, Mich. Dept. BP-9
Send me the facts on Round Oak ranges today!

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Address _____
City _____ State _____

N.B.F.U. Pamphlet Number 58 Is L.P.G. Industry Guide

As announced in the August issue of *BUTANE-PROPANE News*, the National Board of Fire Underwriters' Pamphlet No. 58, Parts 1 and 2, 1939 Revision, is available to the liquefied petroleum industry.

The book is the result of the cooperative effort of the members of the industry, the National Board of Fire Underwriters and the National Fire Protection Association to formulate minimum requirements for handling liquefied petroleum gas to safeguard the public, to protect the industry, and to serve as a guide to members of the industry, both in the handling of the product and the essentials of design of tanks and equipment. The book is also used widely as the basis for state and local legislative groups which are preparing laws to govern the methods of handling.

Pamphlet No. 58 is the result of much labor spread over a long period of time. First, the 1937 Regulations were analyzed, and due to the rapid expansion of the industry since its publication they were found to be restrictive in some places and not nearly comprehensive enough to cover present problems. Then, committees from the L. P. G. A. drew up a tentative revised code and sent it to the various sections for comment. These sections formed their local committees from active members who suggested changes and alterations to take care of sectional problems and needs. When the work of these committees was completed, all sections of the country sent representatives to the national conference in Oklahoma City, where all points in dispute were discussed and an agreement attained.

Consideration was given to the desire to have a uniform regulation throughout the country, and care was taken to prevent the inclusion of requirements that would benefit or favor one manufacturer or design or method to the detriment of another.

Arkansas Butane Gas Incorporates

Articles of incorporation were filed in August by the Arkansas Butane Gas Co., of North Little Rock, Ark., with authorized capital stock of 100 shares having a par value of \$100 each.

The incorporators of the company are T. T. Burgess, R. I. Burgess, and T. E. Burgess.

Texas L. P. G. Law Establishes Code for Dealers, Distributors

The Gas Utilities Division of the Texas Railroad Commission has become the supervisory body for the Texas liquefied petroleum gas industry by virtue of an act (House Bill 792) signed by the governor on July 7, 1939, which became effective immediately thereafter. Copies of the newly enacted legislation covering the handling of L. P. gases and gas appliances were mailed to all dealers and distributors.

Among other provisions, the bill requires a license fee of \$25 for every individual or firm engaged in the manufacture, assembly, sale or installation of any apparatus to be used in the state for storage, dispensing or transportation of liquefied petroleum gases, and requires every application to be preceded by the posting of a \$2000 bond.

All containers and pertinent equipment for commercial, industrial and domestic uses must be designed, constructed and installed as specified in Pamphlet No. 58 of the regulations of the National Board of Fire Underwriters.

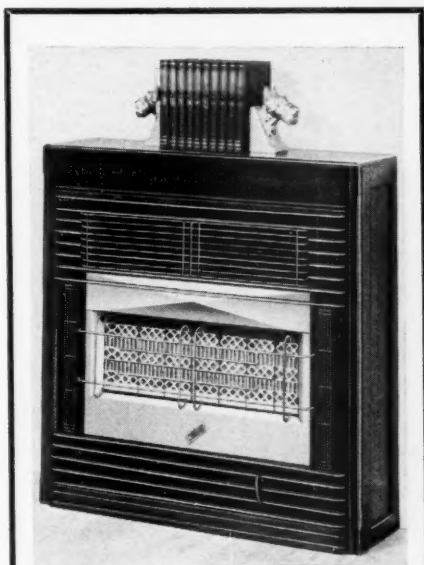
The Gas Utilities Division of the Texas Railroad Commission is empowered to make any needed amendments as later demands arise, to hold hearings and pass upon complaints, and to collect the stated fees. All licenses were required to be secured before September 1, 1939, and to be renewed annually between September 1 and 15. Non-conformance with the act carries a penalty of \$1000 per day for every day of violation.

The new law is the result of recommendations submitted to the last legislature by the Texas Butane Dealers' Association.

Applications must be made to the Gas Utilities Division of the Texas Railroad Commission at Austin, whose staff is composed of Olin Culberson, director; Lon A. Smith, chairman; Ernest O. Thompson, and Jerry Sadler.

Butane Gas System Recommended For Houston, Texas, Clubhouse

J. M. Nagle, public works director of Houston, Texas, has recommended to the city council that a butane gas system be installed in the Milby Park clubhouse. The council has been considering the installation of natural gas, but because of the distance of the clubhouse from gas mains the cost would have been \$1200, as against \$110 for a butane plant. A decision will be reached soon.



CIRKLAIR

The Most Beautiful Gas Heater, and the Most Efficient

The patented multiple duct principle of the CIRKLAIR GAS HEATER induces and controls circulation of heated air, makes it possible to encase these heaters in wooden enclosures without insulation . . . no moving parts . . . maintains comfortable all-over room temperature with amazingly small fuel consumption.

Illustrated is Model CR-6214 Portable Console—other Console models, also bathroom heaters, fireplace insets, wall heaters, miniature mantels and inset units for installation in corner cabinets, book nooks, staircases, sham mantels, etc.

Butane Gas Appliance Dealers are making quick sales and handsome profits with CIRKLAIR GAS HEATERS.

Get Your Request for Complete Information into the Mail Today

CIRKLAIR PRODUCTS DIV.

The Folsom Co. • "Since 1909"

509-15 Elm St.

Dallas, Texas

Gilbert Woodill Resigns Ensign To Enter His Own Business

Gilbert Woodill, for the past 10 years sales manager of the Ensign Carburetor Co. in Los Angeles, has resigned to identify himself with his own sales organization, which will specialize in butane, natural gas and gasoline carburetion equipment on the Pacific Coast and in the Mid-Continent area. This announcement was received by BUTANE-PROPANE News just at time of going to press.

Mr. Woodill has long been recognized as an authority on carburetion and has been prominent in the liquefied petroleum gas industry. He is chairman of the Pacific Coast Section of the L. P. G. A.



GILBERT WOODILL

Texas Auto Court Installs Butane for Cooking, Heating

The O. A. Stacy tourist courts in Balmorhea, Texas, have recently been modernized by the installation of a butane gas system that supplies all cabins with gas for cooking and heating purposes.

Whit Leverett, proprietor, enthusiastic over the efficiency of the new fuel, says, "I turn on the gas and the coffee boils before I can get my shoes on."

Compressed Gas Ass'n Urges Standard Cylinder Marking

F. R. Fetherston, secretary of Compressed Gas Manufacturers' Association, in a summer bulletin has drawn attention to the fact that, due to occasional complaints to the Association of the failure of members of the industry to keep their cylinders properly marked, an effort has been made by organizations representing users of compressed gases to urge standardization bodies to recommend means of cylinder content identification that is inconsistent with the recommendations of the Association and causing confusion, as well.

This has caused the Association to adopt the following resolution:

"That the executive board of Compressed Gas Manufacturers' Association, Inc. reaffirm its previous recommendation that manufacturers of compressed gases adopt as standard practice for the identification of gas cylinder content, the stenciling, stamping, or labeling of each cylinder with the name of the gas contained in clear and legible letters of an appropriate size."

Thrifty Gas Co., Inc. Stresses Safety in All Installations

By making tests at time of installation, the Thrifty Gas Co., Inc., Oklahoma City, has been able to maintain a very high degree of safety in its butane gas systems, according to George W. Holcomb, president.

Explaining his company's testing system, Mr. Holcomb stated:

"In the installation of our underground systems the thought of safety is predominant in the minds of all employees.

"Upon the completion of any gas system by this company tests are made of the entire piping system in the presence of the customer, with air pressure maintained at 20 lbs. for a period of 30 minutes, using a very sensitive gage. This test is sufficient to insure tightness of all lines connected with the entire system.

"When this test is completed the customer is required to sign an installation report certifying that he has witnessed the entire installation and test for the piping and all appliances, and that the system meets with his entire approval."

Brazoria County Gas Co. Opens New Texas Office

The Brazoria County Gas Co. opened offices in Angleton, Texas, on August 1. Butane gas fuel and appliances for use with liquefied petroleum gas will be handled.

P. L. Bordelon, of West Columbia, will head the company, and R. N. Howard and Dennis Dierlam will comprise the sales force. W. G. Ellis, Automatic Butane Gas Co., Houston, is interested in the new firm.

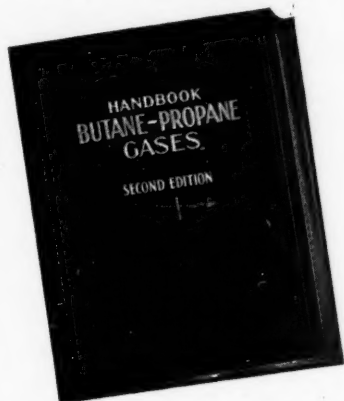
The new organization expects to feature a sales plan which will permit customers to finance appliances and equipment under the terms of the FHA home improvement plan.

Handbook BUTANE-PROPANE GASES

(Revised November, 1938)

SECOND EDITION

415 Pages



CONTENTS: Semi-Bulk Distribution: Use of Butane in Buses: Combination Propane Operated Utility Plant: Use in Internal Combustion Engines: Design & Installation of Storage: Supply from Petroleum Refineries: Engineering Data on the Lower Olefins: Domestic Appliance Testing and Utili-

zation: Economical Comparisons with Coal, Oil, Electricity, Producer Gas, Manufactured Gas: Town Plants: Manufacture from Natural Gas: Special Uses: Volume Correction Factors: Transportation: Use with Other Gases: Analysis & Testing: Properties of Mixtures: Bottled Gas Distribution: Bibliography: Central Plant Directory: Catalog Section.

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SEPTEMBER - 1939

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PRODUCTS

Ruud Water Heater

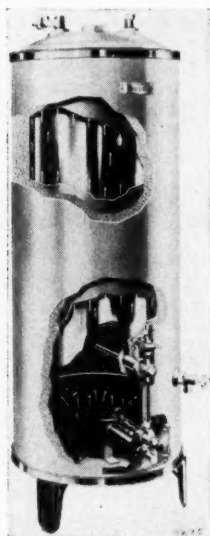
Ruud Manufacturing Co., Pittsburgh, Pa.

Model: Ruud-and-Monel, Automatic. Approved for L.P.G. uses.

Description: Ruud automatic gas water heaters, fitted with Monel tanks, full-

floating with outside flue; insulation of 1½-in. blanket of rock-wool that extends from tank top to base of heater, and sealed at top against condensation by gasket; gas controlled by two automatic thermostats; aluminized brass twin hot water outlet will fit a pressure relief valve, a combination temperature and pressure relief valve or an automatic gas shut-off; quick-speed unit burner is of blue flame bunsen type, with adjustable air shutter and gas orifice; jacket of 20-gage steel, finished in lustrous porce-

lite; made in 20, 30, 45 and 60 gal. capacities. Height ranges from 53¾ in. to 69½ in.

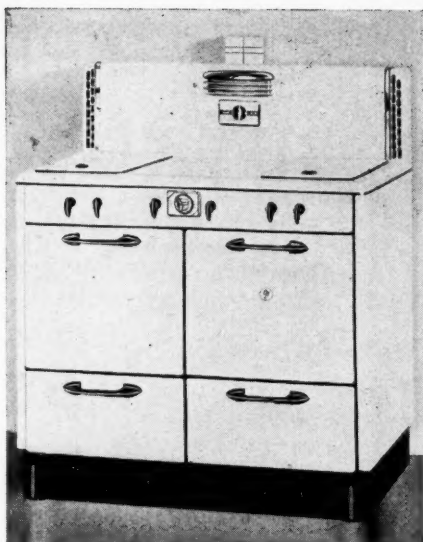


Magic Chef Range

American Stove Co., Cleveland, Ohio.

Model: 4000 Series. Approved for L.P.G. use.

Description: Strikingly modern, all adjustments can be made from the front. Can be placed flush against side walls or built-in cabinets. New features include excessive swing-out broiler, high-speed oven and new super-duty greater speed and heat spread



top burner. All valves controlled by new precision-manufactured Hi-Lo gas valve. Streamlined base inset for toe room. Has all other Magic Chef features.

Wall Register Furnace

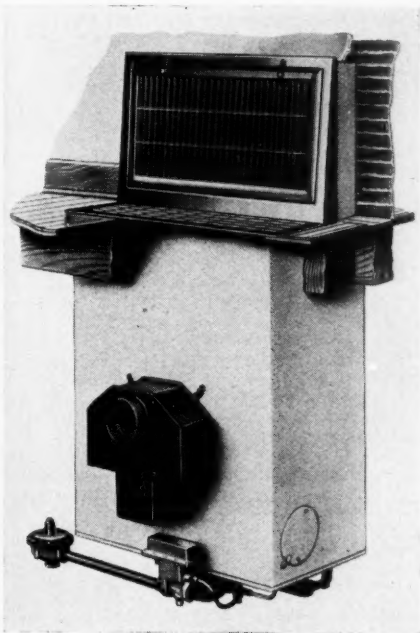
Pacific Gas Radiator Co., Los Angeles, Calif.

Model: No. A-26.

Description: Complete, independent gravity-type gas-fired warm air furnace for installation in wall and floor. Separate cold air grille encloses furnace from view. Easily removable. Supplies instantaneous circulating warmth for continuous or intermittent heating. Made in cast iron or fabricated steel. Heating element of heavy, rust-resisting steel construction. Combustion and radiation chambers welded together as one complete, gas-sealed, leak-proof unit. Combustion chamber sides and top are free from flame impingement, preventing overheating. Multi-tubular type burner. No adjustments required. Down-draft diverter. Pilot with separate control valve. Low pressure regulator maintains constant pressure at burner. Automatically controlled safety pilot. In addition to this single wall register furnace, there is available a floor furnace and a dual wall

furnace, the style of installation being the only practical differences.

Dimensions: Made in four sizes. Model A-26 needs side wall opening 16x15½ in. Floor opening, 16¼x14¼ in. Overall depth 36 in.



Vulcan Range

Standard Gas Equipment Corp., New York, N. Y.

Model: No. 4813-1. Approved for L.P.G. use.

Description: Heavy construction for hard restaurant service. "Flame Spread" top burners; Ferro-chrome closed top with patented aeration plate, heavy open-top grates. Ceramic type broiler for faster speed, each burner individually controlled. Heat from broiler burners heats extra thick griddle, which has removable grease drain in rear. Two extra large ovens with high-speed, low temperature oven burners; oven and doors insulated with rock wool, safety non-tip oven racks. Cast iron oven bottom. Heat control, top burner lighters, extra. Four-



teen models available with one and two ovens of large and medium size, combination closed and open tops. Open tops with four to ten burners, separate broiler and fryer units.

Cylinder Truck

Moellenbrock & Wilke, Washington, Mo.

Model: No. 7325.

Description: For moving gas cylinders quickly and easily; reduces chance of damaging gages and equipment; truck places cylinder directly in cabinet without additional lifting; equipped with low pressure, pneumatic tires; often eliminates extra man in making deliveries.

Dimensions:

Overall width, 23 in. Height, 52 in. Weight, 23 lbs. Maximum load capacity, 350 lbs. Frame, 1-in. tubular steel; all joints welded; wheels are ball bearing.



Electrolux Salesman Wins Cash Prize for Best Sales Letter

A monthly contest is being featured by *The Servel Salesman*, organization contact publication for Servel, Inc., in which field men are invited to compete by writing letters which show how special sales resistance can be overcome. A new subject is chosen for every month. In the August issue was announced the winner of the July competition, the subject of which, in substance, was "How to Sell Up a Prospect to a Larger Size Servel Electrolux." Honors (and a \$10 cash award) went to Paul A. Dupont, of H. W. Hermes, San Diego, Calif. His winning letter is produced below:

Salesman—"Thank you, Mrs. Jones, for the order. I was certain that the exclusive features of Servel Electrolux would justify your purchase in your own mind and that you would come to the right decision as to what make to buy. However, I want to respectfully but firmly still maintain that you should buy the larger size."

Prospect—"But I told you that our icebox is plenty big enough and that we eat out a lot."

Salesman—"Yes, Mrs. Jones, you did, but you are going to ask a lot more of your Servel Electrolux than you demand from your icebox. You do not realize that

there are many things your Servel will do for you that your icebox is incapable of doing."

"If you will pardon the personal reference, in the last 10 years I have sold or supervised the sale of over 5000 refrigerators in this city. I have yet to have a customer come to me and tell me that they bought a refrigerator that was too large, but many a time, after the installation was made, I was reproved by the owners saying, 'Why didn't you insist on my buying the larger model? I know that this is too small! Why didn't you make me see it before now?'"

"You look to your banker for financial advice, to your lawyer for legal advice, to your doctor for medical service, and so on. Will you not take my advice as a refrigerator specialist and avoid a future 'I wish I had listened to that salesman.' I want to serve you to the best of my ability."

Prospect—"All you say may be very true, but the smaller size I am sure will serve us amply."

Salesman—"Mrs. Jones, a few more words, if you please, and I will keep my peace."

"You are not buying your Servel Electrolux just for today. You should have a Servel Electrolux of proper size in order to:

"First, enjoy the advantages of quantity buying with its fewer marketing trips, convenience and economy of time and money."

"Second, take proper care of leftovers."

"Third, be able to serve a varied menu, to avoid monotony of diet."

"Fourth, always have plenty of ice cubes."

"Fifth, be able to make frozen desserts and salads and keep them on hand."

"Sixth, be able to keep ice cream bought at the store until time to serve it."

"Seventh, be always prepared for guests or unexpected demands upon the household food supply."

"And last, but not least, feel at all times the satisfaction that comes from having modern refrigeration equipment that is just right."

"The difference in the cost of operation between a Duchess and a Queen is so slight that you will not notice it, and the difference in price won't nick your budget. I feel now I have done my duty, thanks for your patience again, and thanks for the order, Mrs. Jones. We will deliver the Duchess in the morning."

Silence on Mrs. Jones' part . . . then:

Mrs. Jones—"You have given me a lot to think about again with your last summary."

Salesman—"Mrs. Jones, I will phone you this evening. I am sure you will change from a Duchess to a Queen when you ponder it a little more."

Mrs. Jones—"Well, my husband told me not to spend over the price of the Duchess, but I will talk it over with him at supper."

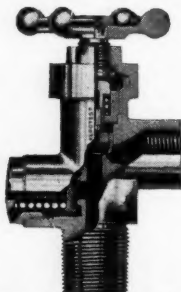
Salesman—"All right, Mrs. Jones, I will come by at 8 o'clock tonight to get the verdict. I know you have decided on the Queen."

8 p. m. at the Jones home:

Salesman—"Good evening, Mrs. Jones . . ." (and we'll leave it to you to decide what the verdict was).

The August subject was "What Do You Say When Your Prospect Says She Can Buy an Electric Refrigerator at Wholesale?" and announcement of winning letters will be made in the September issue of the *Servel Salesman*. All prizes will be paid in cash.

KEROTEST CYLINDER VALVES



The valve illustrated herein has been proved in service by many of the leading manufacturers and distributors of liquefied petroleum and includes the famous KEROTEST diaphragm packless internal fifth automatic spring relief type safety device.

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GAS HEATERS by *Armstrong*

BEAUTIFUL, MODERN STYLES AND FINISHES



900 Series (three sizes). Exclusive new Radiant Diffusing Circulator with special clay element which assures complete combustion.

**Designed for Highest
Possible Efficiency with
BUTANE or PROPANE GAS**

RADIANT HEATERS

Many special features, wide variety of advanced designs and finishes for rooms and fireplaces.



CABINET HEATERS

Engineered for the greatest efficiency. In white, ivory and walnut for a variety of uses.

Armstrong Engineers fully understand gas heater requirements for the most successful operation with all bottled gases. The models shown here are specially designed for these fuels and have proved their efficiency both in the laboratory and in actual service to users. Write us about the complete Armstrong line of gas heaters in ratings from 10,000 to 40,000 B.T.U.'s.

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RESEARCH

• **BUTANE-PROPANE** News wishes to keep its readers informed regarding technical and practical advances concerning research, manufacture, development, and transportation in the liquefied petroleum gas field. In this column will be found a resume of recently published articles, papers, bulletins and books dealing with the industry's various phases.

Effect of Pressure on Viscosity of Normal Butane and Isobutane—B. H. Sage, W. D. Yale, and W. N. Lacey. *Industrial and Engineering Chemistry*, Feb., 1939, pp. 223-226. The prediction of the viscosity of multi-component hydrocarbon gases under the conditions that are encountered in the production, refining, and transportation of petroleum is of importance to the petroleum technologist. Information concerning the viscosity of each of the components of such gases is necessary before it will be possible to prepare a satisfactory correlation of these viscosities as a function of the prevailing pressure, temperature, and composition of the fluid in question. In the present investigation the viscosity of normal butane and isobutane was measured throughout the gaseous region at temperatures from 100°F. to 220°F. The viscosity of these hydrocarbons of the liquid phase was also determined throughout this temperature interval from vapor pressure up to 2000 lbs. per sq. in. These data are recorded in tabular form and several diagrams illustrating the behavior are included.

Light Weight Cylinders—*Chemical Fabrik* 1938, pp. 486-493. This article, written in German, discusses modern construction of compressed gas containers and their behavior toward liquefied and compressed gases. The Ehrhardt method of manufacturing seamless cylinders from light metals is outlined, with proper heat-treatment, the

required physical properties of the metals and the results of long period corrosion tests on Lantal and Bondur metals. Physical tests are tabulated in detail on cylinders made of the Mannesmann tube works metals, and the conditions under which they are made for use with liquid propane and butane are given. Data on the construction of seamless cylinders of low alloy steels with a saving of 50-60 per cent in weight are given. Such cylinders have shown practically no deterioration after use with city gas for a year. Thirteen references are given.

Protective Coatings for Metals—R. M. Burns and A. E. Schuh. *American Chemical Society Monograph Series*, 1939 Edition. The major subjects in this book are: mechanism of corrosion, surface preparation, types and methods of application, coatings of zinc, cadmium, tin, nickel, chromium, copper, lead, aluminum, silver, gold, and platinum metals, and methods of testing metallic coatings. In addition there are three chapters devoted to the composition, application and evaluation of paint coatings on metals. A final chapter includes oxide and phosphate coatings and vitreous enamels.

Experiences with Carboseal—F. G. H. Elliot. *American Gas Journal*, April, 1939, pp. 25-27. Carboseal, a leakage reducer, may under favorable conditions be injected into mains in which the joint packing has dried out and its absorption by the packing will cause the jute to swell sufficiently to close off seepages and minor leaks. Typical examples of its use are cited.

Some Methods of Fire Extinguishing—A. M. Cameron, *Journal Society Chemical Industry*, June 3, 1939, pp. 522-527. Excluding fires of a purely "chemical" nature, a fire is an exothermic oxidation by the air. It follows that a fire can be extinguished in two ways: (a) by shutting off access of the air (smothering) and (b) by cooling the burning body down below its ignition point; (b) can be further subdivided: (1) by bringing a large volume of cold material into contact with it (e.g., water); (2) by breaking up the burning substance into a large number of small fragments (beating out). Discusses the following substances used in extinguishing fires: water, dry-powder extin-

guishers, soda-acid extinguishers, halogen derivatives, carbon dioxide, foam system, air foam, "xaust-suds," "mulsifyre" system, sprinklers, alarm valves, stop valves.

Metal Spray Protection of Refinery Equipment—A. P. I. paper presented at Midyear meeting, New Orleans, May 17, 1939. *Refiner*, May, 1939, pp. 199-203. Continental Oil Company has had good success using the metal-spray process for the protection of refinery vessels against corrosion. Reaction chambers metallized with aluminum have suffered no measurable loss from corrosion in 4½ years, compared with a previous average annual loss of 0.036 inch. The method also has been applied successfully in the economical restoration of pump rods and plungers. Other typical examples of successful applications are given. Examples of unsuccessful applications are included with a discussion of possible reasons for failure. It is pointed out that the proper preparation of the surface to be metallized is the fundamental requirement for a successful metal-spray coating. The precautions to be observed in preparing the surface and in actually applying the coating are listed in detail.

Storage and Reaction Vessels—Charles O. Brown. *Chemistry and Metallurgy*, May 1939, pp. 310-313. Vessels for process industry use may be classified in several ways. A convenient method is to consider simple non-pressure tanks in which no special means is provided for heating, cooling or agitation; low-pressure reaction vessels; and pressure vessels. The dividing line between the second and third classifications is not definitely standardized, for what is high pressure in one industry may be considered low or moderate in another. Perhaps the best way to distinguish is on the basis of the methods used in design. When the required wall thickness becomes great enough to invalidate the simple stress formulas the lower boundary of the pressure region may be considered to have been reached. Author discusses design of pressure vessels.

Plate Type Distillation Columns—James S. Carey. *Chemistry and Metallurgy*, May 1939, pp. 314-317, 336. Bubble cap plate columns are a type of process equipment usually tailor-made to fit each specific

service. In the design the experience phase is an important asset. Reviews briefly the general considerations involved in the design of such equipment and to indicate approximate ranges of certain design variables found in current commercial practice.

Creating Industries, 1919-1939 — Natural Gas—James B. Garner. *Chemical Industries*, June 1939, pp. 624-632. The development of the natural gas industry and its utilization as a raw material for the synthesis of hundreds of important chemicals constitutes one of the most romantic pages in the industrial history of the United States. Reviews first the early historical background, then discusses the chemical composition of natural gas and presents pertinent information on the major present day uses.

Revised Method of Testing Gasoline Content of Gas—*Oil and Gas Journal*, May 4, 1939, pp. 52, 68. The board of directors of the Natural Gasoline Association of America recently adopted a new code for determining the gasoline content of natural gas by the compression method. The new method is a revision of that portion of Code 101, a joint standard of the N.G.A.A. and the A.G.A. adopted Feb. 1, 1933. The procedure and testing apparatus are described in this article.

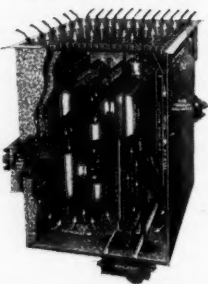
Southern Counties Gas Co.'s Butane-Air Standby Plant—*GAS*, May 1939, pp. 48-50, 54. Description of the standby plant at Wilmington, Calif., with flow diagram.

Kinetics of the Decomposition of n-Butane—Leonard S. Echols and Robert N. Pease. *Journal American Chemical Society*, May 1939, pp. 1024-1027. Part 2. Inhibition of Nitric Oxide and Propylene (Part 1 in Jan. issue, p. 208). Both nitric oxide and propylene inhibit the n-butane decomposition. The inhibition reaches a limit as the inhibitor concentration increases. It fades out as the reaction proceeds, the rate eventually becoming nearly equal to that of the normal decomposition. This phenomenon is attributed to the reversible formation of an intermediate. Results are compared with the normal reaction and the inference drawn that there are two chain processes involved with only one type of carriers or one mechanism concerned with the reversible inhibitor reaction.

PEERLESS FLOOR FURNACES

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Frank P. DeLarzelere



Ted F. Wilson

DeLarzelere, Wilson and Norway Join Bastian-Blessing Co.

Three personnel appointments to the Bastian-Blessing Co., of Chicago, were announced on August 1.

Frank P. DeLarzelere, formerly vice president and general manager of the National Butane Gas Co., Memphis, Tenn., and prior thereto district sales manager for the Standard Oil Co. of Louisiana, has been made district manager for Bastian-Blessing, with headquarters in Columbus, Ohio. Mr. DeLarzelere has had many years experience in the sales promotion of gases and fuels.

Ted F. Wilson, long identified with the manufacture and marketing of equipment used to control high pressure gases such as oxygen, acetylene and liquefied petroleum gas, has been appointed Pacific Coast district manager, with headquarters in Los Angeles.

Harold L. Norway has been named assistant engineer of the liquefied petroleum gas division in the Chicago office. For the past 13 years he has been with the Underwriters' Laboratories, Inc., and has had extended experience in the regulatory phase of the industry.

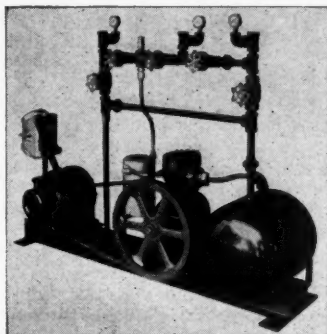
Indio Gas Co. Seeks Permit To Issue Company Stock

The Indio Gas Co., Indio, Calif., has applied to the California Railroad Commission for authority to issue company stock. This company is the successor of the Southeastern Service Corp. and delivers liquefied petroleum gas by underground pipe lines to Indio and surrounding territory in the Coachella Valley.

BUTANE-PROPANE News

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In Transferring Butane and Propane



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L. C. Roney's
VAPOR-DIFFERENTIAL UNIT

This new, flexible unit, developed to reduce vapor loss when loading or unloading tank cars, transport trucks, fuel tanks or domestic cylinders, will save you money at once. Low maintenance costs are insured; and simplified operation is possible with the elimination of liquid pump, and the development of a centralized valve control.

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BREA, CALIFORNIA

American Butane Will Exhibit At Oklahoma State Fair

Operation of metered butane and propane gas systems will be illustrated and demonstrated in an exhibit to be placed by the American Butane Gas Co., Oklahoma City, at the Oklahoma state fair, September 23-30, according to J. L. Grigsby, president of the company.

All liquefied petroleum gas appliances and equipment, including 20-lbs.-serve-self and up to 220-gal., above- and below-ground systems, will be exhibited.

"This will be the first special showing of above-ground systems to be leased to the customers with meter attached. These will demonstrate the special service we have inaugurated, whereby bills are rendered once each month for actual amount of gas passing through meters," Mr. Grigsby said.

Tank equipment manufactured by Black, Sivalls & Bryson, Inc., Oklahoma City, for the American Butane Gas Co. will be on display in the booth. Phillips Petroleum Co. will have pictures in the booth illustrating how their liquefied petroleum gases are manufactured.

Mr. Grigsby announced that his company has just completed construction of its new ton-and-a-half G.M.A.C. truck, specially designed for the new metered gas service to be leased to rural users of liquefied petroleum gases.

Mojave Desert Towns Benefit From Butane Rate Reductions

Savings in monthly bills amounting to as much as 9.7 per cent were announced for liquefied petroleum gas service in the Mojave Desert (California) towns of Palmdale, Lancaster and Mojave by S. C. Singer, manager of the northern division of the Southern California Gas Co. on June 30.

Illustrative of percentage of reductions on average bills are three sample cases given by the company:

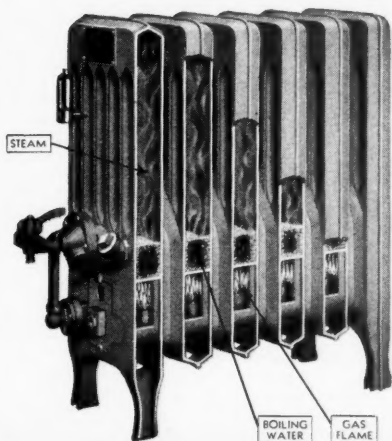
Use in Lbs.—Mo.	Old Bill	New Bill	Reduction Per Cent
50	\$2.63	\$2.50	4.9
100	4.13	3.75	9.2
150	5.13	4.63	9.7

The savings were made possible by an increase in the use of butane in the district and to a slightly lower cost of the fuel itself.

BUTANE-PROPANE News

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Make Their Own Steam Heat With Gas



Each radiator a separate heating plant. Burns manufactured, natural, propane or butane gas.

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Typical Tappan features are the *Divided÷Top*, for extra convenience and safety; the *Visualite Oven* that enables

the housewife to see what's going on inside; and the Tappan *Visiguide* that provides permanent directions for over a hundred cooking operations.

These, and many other features, make sales for liquefied gas dealers. Write for your Tappan Sales Making Plan—today.

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**For Safety
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— Purified —

The **ACCEPTED** standard
odorant for liquefied
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1. 100% Safety Devices. 2. Economical Operation. 3. Foolproof Non-adjustable Burners
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LOS ANGELES, CALIF.

Butane-Operated Motor Vehicles Must Pay Fuel Tax in Oklahoma

The Oklahoma Tax Commission is compiling records on the use of liquefied petroleum gases for propelling motor vehicles upon public highways of Oklahoma. While the responsibility of reporting and paying the new four cents per gallon tax on such fuels rests upon the users, the commission is gathering all possible data so that it will be in a position to enforce collection of the tax.

Several months, possibly a year, will be required to assemble complete information and data on those who are subject to the tax, but tax commission records show thus far that only from 20 to 25 users of the fuels have reported.

The new Oklahoma law, passed by the last legislature and effective April 12, 1939, with approval by the governor, defines as follows the fuels which are subject to the tax when used to propel motor vehicles over public highways:

"Combustible gases and liquids, including liquefied gases, which exist in gaseous state at 60° F. and at pressure of 14.7 lbs. per sq. in. absolute. Liquid petroleum products, or substitutes, including diesel fuel, kerosene, distillate, condensate, or similar products. Such fuels as are subject to the gasoline or motor fuel excise tax act are exempted.

"The new tax law does not apply to butane, propane and similar fuels when in storage or being transported over highways when not being used to propel vehicles. Users of the fuels are required to file application, post bond and obtain special fuel-use license. All trucks using these special fuels must carry a special fuel-use vehicle permit."

Northwestern Blaugas Co. To Build New Bulk Plant

The Northwestern Blaugas Co., of St. Paul, has selected Brainerd, Minn., as the site for a new bulk station that will serve northern Minnesota and parts of North and South Dakota. Milton Hagland, of St. Paul, will manage the plant. George Sweet has represented the company up to this time.

Ground breaking for the office building and bottling plant occurred on August 4, with G. F. Bursinger, general sales manager of the St. Paul firm, officiating. The branch company will be known as Brainerd Blaugas Co.

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Quality Appliances for
BUTANE · PROPANE

The HUMPHREY OPALITE

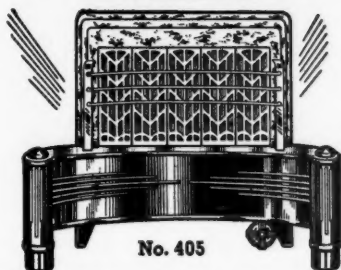
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Lighting with gas becomes modern and popular with these new Humphrey Opalites. There's all the comforting brilliance of daylight without glare.



JUNIOR
OPALITE

For lighting smaller areas this modern wall lamp is recommended. Send for complete information on all Humphrey Butane and Propane Gas appliances.



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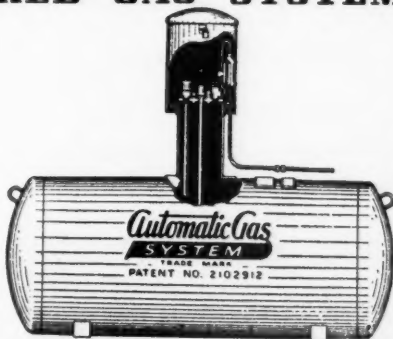
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BUTANE TANKS**

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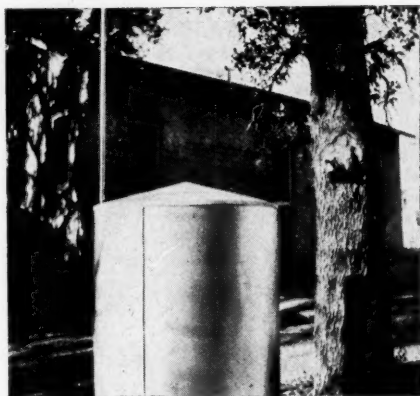
NEWS!

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Covers All Types of
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Complete Laboratory for Dealers

WRITE for Catalog Sheets and Sales Handbook

Merit Water Heater Co.
COMPTON, CALIFORNIA



The old Salado (Texas) Fort and a Stargas butane storage tank with which the fort has been made comfortable as a home.

**Old Indian Fort Is Modernized
With Butane Gas for Home Use**

Ninety years ago a stone fort was erected at Salado, Texas, for protection against Indians, and used by the cowmen of the old Chisholm Trail. Recently, it was modernized by the installation of a gas cooking and heating system that was put in by the Stargas Department of the Lone Star Gas Co. In order to avoid drilling through the 26-in. rock walls, the piping was taken into the old fort through one of the portholes, from which in times past many a white man's musket held bead upon attacking Indians. (See photo above of storage tank and fort.)

Salado Fort is now the home of Jamie Barton, grandson of the original owner, Dr. Wellborn Barton.

**Littlefield Appliance Co.
Becomes Electrolux Dealer**

The Littlefield Appliance Co., with offices in Littlefield, Texas, has been appointed Lamb County dealer for Servel Electrolux refrigerators and other gas appliances and will sell and install butane gas systems. The company succeeds Bigham & Onstead, who relinquished the agency recently.

A. W. Ray is manager of the new company and Ben Shipley will head the service department for both divisions.

BUTANE-PROPANE News

Long Pipe Line Will Transport Butane In East Texas

A new gas line 192 miles long to transport natural gas, gasoline and butane gas from Kilgore to Beaumont, in the east Texas district, will be constructed by the Magnolia Pipe Line Co.

The line will have a capacity of 4000 bbls. daily and is expected to be in operation by October 1. It will be a welded line, 125 miles of 4-in.; 59 miles of 5-in.; and 8 miles of 6-in. pipe.

The Magnolia Pipe Line Co. will build two booster stations on the line, one on the site of the Kilgore station and the other at Pineville. The company has contracts with three gasoline plants to furnish butane and other products to be carried by the line.

DOTTED LINE ROSCOE

For accepted and published captions to the "Dotted Line Roscoe" Cartoon, published below, BUTANE-PROPANE News will pay \$5. Address 810 S. Spring St., Los Angeles, Calif.



"Tell 'em if they won't sign up you'll support Roosevelt for a third term."

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Butane Truck Tanks and
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Butane Gas Co., Inc., Endorses New Arkansas L.P.G. Law

As an evidence of its approval of the new Arkansas legislation (becoming effective last June 8) controlling inspection of gas utilization plants before sale to consumers and the annual inspection of storage and truck tanks, the Butane Gas Co., Inc., Little Rock, Ark., contracted for a full page of the *Arkansas Gazette* (Little Rock) on June 18, and gave display to 16 dealers handling its product within the state. These dealers are Dan Johnson, Clarksville; Schrader Plumbing Co., Hot Springs; Jack White, Morrilton; Morris Farris, Russellville; Butane Gas Service Co., Inc., Mena; W. F. Schallhorn Hardware Co., DeWitt; DeClerk & DeClerk, Pocahontas; P. A. Smith, Pine Bluff; B. M. Brazil, Dermott Gas Co., Dermott; McCollum Sales Co., Stuttgart; K. & K. Wholesale Co., Harrison; Economy Gas Co., Texarkana; L. T. Greer, B. L. Allen, Fayetteville; R. J. Dodson, Camden; D. H. Spaulhurst, Heber Springs; and S. N. Bolton, Little Rock.

Officers of Butane Gas Co., Inc., are A. B. Cobb, president; E. M. Faver, vice president; and B. T. Harris, secretary-treasurer.

Liquefied Gas Co. of Ohio Files Incorporation Papers

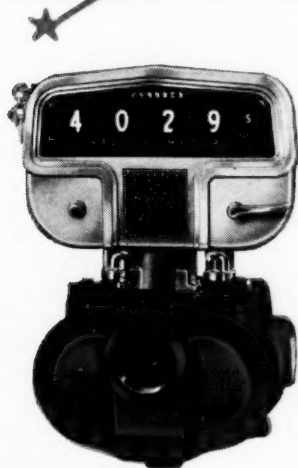
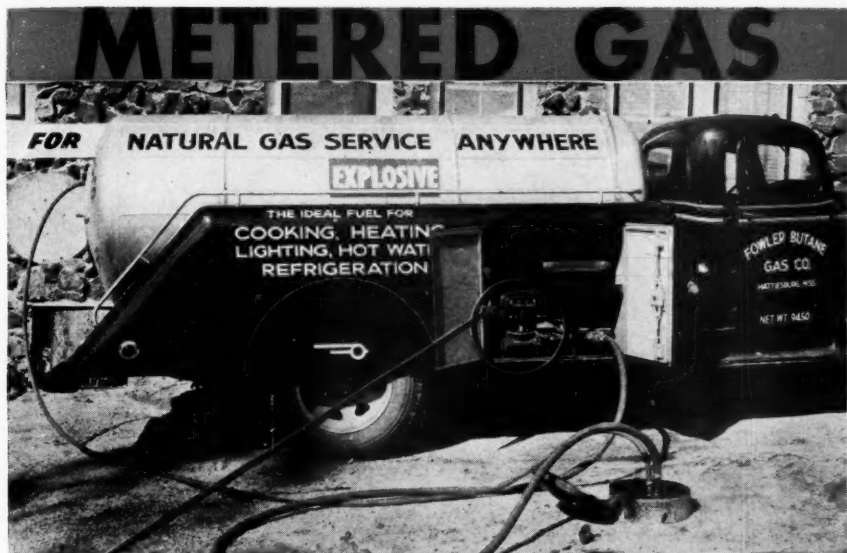
Liquefied Gas Company of Ohio, Lima, Ohio, was incorporated July 24, with R. M. Meade, president, C. W. Ferm, vice president, and E. R. Calvert, secretary. Mr. Meade was formerly president of American Gas Service Co., and Mr. Ferm was zone manager for the same firm. Mr. Calvert has been identified with the stock and bond business heretofore.

The address of the company is maintained at 209 South Union, Lima. The company will specialize in self service, with small cylinders for homes and small commercial users; tank truck delivery for estates, large homes, commercial and industrial users; and tank car delivery for large industrial users.

Carrizozo, N. M., Is Installing Municipal Propane Plant

Work started the latter part of July on a new liquefied petroleum gas plant which will serve Carrizozo Village, N. M. It is municipally owned and will serve propane.

BUTANE-PROPANE News



- ★ DIRECT ERROR-PROOF READINGS AT-A-GLANCE
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- ★ INSTANT "SNAP-ACTION" NUMERAL CHANGE

The Brodimatic Brodie Meter is particularly adapted to the handling of liquefied petroleum gas. Embodying the very latest principles and advantages, Brodimatic Brodie Meters render unequalled service to operators everywhere. They have found that it pays to install the best. Specify Brodimatic Brodie Meters.

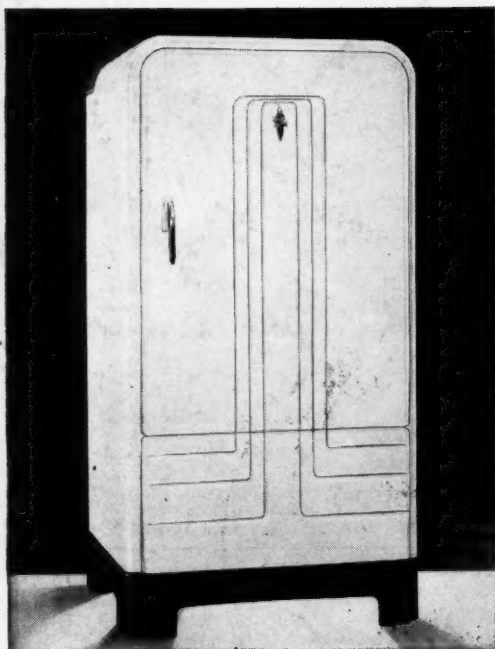
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SERVEL ELECTROLUX OPERATES ON TANK OR BOTTLED GAS

Helps dealers win new customers . . . increased loads

SERVEL gives you a chance to add refrigeration to the liquefied petroleum gas services you sell . . . to add sales and profits to your business. Frequently, too, you'll find it's the possibility of having modern automatic refrigeration in rural and suburban homes that *first* sells your prospects on bottled gas or tank gas, then helps you win them to the use of gas for water heating, cooking and house heating.

Give your business a boost with gas refrigeration! Servel's national advertising and dealer support will help you win success. Servel, Inc., Servel Electrolux Sales Div., Evansville, Indiana.



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